

Joshua J. Parsons

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EDUCATION

Harvard University	Cambridge, MA
Master of Liberal Arts in Extension Studies (ALM), Cybersecurity	2028 (<i>expected</i>)
University of Michigan	Ann Arbor, MI
Bachelor of Arts, Economics	2018
▪ Certificate: Ross School of Business – Cappelletti Sales Track (May 2018)	

SKILLS

Excel Analytics (PivotTables, Power Pivot), SharePoint Online Content Management, Microsoft Identity + Defender XDR ecosystem (Active Directory, Entra ID, Defender), Adobe Illustrator & InDesign, Agile (Jira, Confluence), Digital Publishing & Web Content Management, Data Analysis & Visualization, Writing & Editorial Leadership

EXPERIENCE

Enzoic	Oct. 2022–Present
Product Manager	Jun. 2024–Present
▪ Led a cross-functional team to develop strategic integrations with CrowdStrike, ForgeRock, and ThreatQ	
▪ Co-authored novel cybersecurity research, such as the <i>Fortune 500 Credential Exposure Report</i>	
▪ Hosted webinars for cybersecurity professionals, each averaging ~100 live attendees and 1000s of downloads	
Technical Product Marketing Manager	Oct. 2022–Jun. 2024
▪ Authored thought-leadership content for platforms including <i>Security Boulevard</i> and <i>Cyber Defense Magazine</i>	
▪ Built influential relationships with industry analysts and regulators (such as NIST)	
▪ Delivered technical API/software demos to potential prospects, helping to secure over 100 new accounts (as of 2025)	
Morphisec	Feb. 2019–Oct. 2022
Product Marketing Manager, Head of Sales Enablement	Feb. 2022–Oct. 2022
▪ Led Go-To-Market and enablement for two successful cybersecurity product launches	
▪ Crafted messaging and assets (decks, demos, collateral) that cut sales cycles by 50%	
▪ Converted customer success data into case studies and proof points, enabling sellers to secure and expand accounts	
Account Executive	Jun. 2021–Feb. 2022
▪ Ranked #1 U.S. sales rep in Q3 & Q4 '21	
▪ Awarded Top AE in the Americas for record revenue attainment across multiple F500 accounts sourced via cold call	
Inside Sales Representative	Mar. 2021–Jun. 2021
▪ Led account demos, managed proofs-of-concept, negotiated contracts, and delivered quarterly revenue forecasts	
Senior Sales Development Representative	Jun. 2020–Nov. 2020
▪ Designed high-performing virtual conference booths, led discovery calls to qualify prospects, and mentored a team of 8 sales development representatives (SDRs) to boost outbound call-to-meeting conversion rates	
Sales Development Representative	Feb. 2019–Jun. 2020
▪ Achieved rank of top SDR (Q2-Q4 '19 & Q1 '20) by booking the most qualified meetings through cold outreach	

LEADERSHIP

Staff Editor, <i>Journal of Law and Cyber Warfare</i>	2023–Present
Cappo Alumni Mentor, University of Michigan Ross School of Business	2022–Present
Writer & Contributor, <i>Cyber Defense Magazine</i>	2022–Present

SELECTED HONORS & AWARDS

Top Score, CSCI E-159 Final Project: “23andMe Breach: Cost of Ignoring NIST Standards”	2025
Cyber Defense Magazine Global Infosec Award	2023
Morphisec Top Americas Account Executive Award	2021, 2022
Morphisec #1 Sales Development Representative Award	2019, 2020