

Cybersecurity Compliance Management

Beyond the Technical



Cybersecurity compliance changes have prompted large global suppliers to re-think how they run their internal readiness campaigns. Far beyond technical steps, compliance readiness needs creative and strategic maneuvering. For an OEM in the transit industry with thousands of products, they sought a reliable advisor with cybersecurity knowledge to pair with their Chief Product Security Officer, to design and execute change management in preparation for the European Union's Cyber Resilience Act (CRA).

Business Stage: Large multi-national

Sector: Global Transit, Critical Infrastructure Cybersecurity

Offering: Digital and Hardware Solutions for Rail, Mining, Maritime

Executive Summary

Leadership's objective was to change internal understanding and awareness about the European Union's CRA, to prepare for high-stakes compliance. Lack of CRA compliance can incur high penalties and force stopping the sale of solutions across Europe. Based on prior Thought Marketing LLC engagements with the product security team in shaping narratives and gaining interest in new OT cybersecurity product offerings, the global transit company's C-Level executive chose to engage Allison J. Taylor further. The two worked together across 2025 to co-design a change management plan and related deliverables and actions. Allison served as a sounding board for their talented and seasoned executive. On the people side, the engineering-derived leadership welcomed an external expert skilled in the arts of persuasion. Allison's ample experience in designing and supporting corporate initiatives has spanned multiple cultures and product types. From the content perspective, the need to understand product design, cybersecurity, and both commercial, legal and other aspects of the business were vital to the engagement's success.



“ *The business value and outcomes were much better with Thought Marketing LLC than I've had with others. I am very happy with the engagement. It was fun and helped move us forward.* ”

Chief Product Security Officer, Client



Challenges

Compliance is not always top of mind for overburdened product managers, as they seek to meet customer needs and compete in their market space. Compliance can mean extra work or new ways of getting work done. Teams also face varying types of compliance steps, depending on their region and type of product, making it difficult to understand processes and product impact per regulator. Finding a way to gain attention and to create opportunities from such mandatory work were some of the primary challenges to driving compliance actions. In addition, a highly matrixed global organization and a traditional company culture added to the density of hurdles facing any change management initiative.

“ Allison did a great job of getting deep enough into the subject matter that I could easily fill in the gaps and adjust the points rather than having to bridge from something theoretical to my problem domain. ”

Chief Product Security Officer, Client

Engagement Strategy



Tech Marketing & Business Counsel



Strategy & Design



Creative

Impact



Advisory Services – Change Management

The engagement with Thought Marketing LLC set forth a structured path for the multiple Change Management Program elements, including:

- Ensuring clarity of objectives, metrics and indicators of success
- Milestone development
- Weekly actions with an eye on change management techniques
- Stakeholder mapping to gauge uptake, areas for collaboration and potential obstacles

Creative

Persuading stakeholders to contribute effort and take action was a major portion of the effort. Allison collaborated across teams to develop multiple assets including videos, event scripts, FAQs, workshop material, and an overall look and feel for the program. By working together with corporate and off-shore creative resources, Allison was able to support leadership in driving recruitment and engagement.

Allison leveraged her decades of experience in Go-To-Market to create messaging and narratives specific to a business goal. For example, the Change Management Plan called for an executive roundtable, which required scripting, visuals, virtual event flow, and other narrative expertise. Through the roundtable, executives became further engaged in the compliance effort, and their teams gained valuable insight on product line next steps. The deliverable itself drove progress toward Program milestones, tying back to stakeholder strategies. Overall, the long-term engagement enabled two consistent work streams: on-going Creative, including editing new Q&A and voiceover takes, as well as Program Management to drive to deadlines.

Expertise in Cybersecurity & EU Exposure

Unlike traditional business consultants, Allison came with rich cybersecurity sector experience and understanding, as well as exposure to global and EU ways of working. This provided important nuanced advantage to reach constituents from India to Australia, France, and the U.S.



About Us

Thought Marketing LLC provides business and marketing counsel to executive leaders in the technology sector. We participate as a trusted, experienced voice to help devise, manage and solve a diverse range of strategic challenges, including crafting optimal messaging and positioning, designing and implementing marketing campaigns, developing creative lead generation market plays, and inspiring and coaching talent. By teaming with in-house and virtual teams unique to each case, we orient resources and investments to create and execute the best possible “business wins” for our clients.

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