

[FINAL]

C2A Security Welcomes John Auld as New Chief Revenue Officer

A seasoned sales executive in the cybersecurity sector, John will lead the company's revenue strategy as it enters a new growth phase

Jerusalem, Israel, September 9, 2025 – C2A Security, the only context and AI-driven product security orchestration platform addressing the needs of software-defined products and cyber-physical systems, today announced the appointment of **John Auld** as Chief Revenue Officer (CRO). John is a seasoned sales executive with more than 20 years of experience scaling companies for sustainable growth. He will lead C2A Security's revenue strategy as the company enters its next phase of expansion, reporting directly to CEO Roy Fridman.

John joins C2A Security from Cybellum (acquired by LG), where he spent more than four years leading the North American market and most recently served as Global VP of Revenue and Customer Success. Prior to Cybellum, John built his career at Siemens in various sales leadership roles, driving revenue growth in the Product Lifecycle Management (PLM) sector and leading key accounts with global manufacturers and suppliers. John holds a B.Sc. in Mechanical Engineering from Wayne State University and has earned certifications in data science and PLM, enhancing his ability to optimize product development and performance.



“We’re thrilled to welcome John to C2A Security as our first CRO,” said **Roy Fridman**, CEO of C2A Security. “John brings a strong background in product development, enterprise IT systems, strategic vision and proven leadership skills that will elevate our ability to scale, strengthen our sales pipeline and grow our company. He is the right executive at the right time.”

John’s unique combination of experience in cyber-physical systems, account management, product security, and corporate leadership, positions him to accelerate C2A Security’s market expansion and revenue growth, particularly in sectors demanding innovation, resilience, compliance, and technical excellence.

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“I’m excited to join Roy and the C2A Security team as we build the next phase of growth through product innovation,” said **John Auld**. “Serving as C2A Security’s first CRO is an incredible opportunity to shape security solutions that meet the evolving needs of customers across healthcare, automotive, industrial, IoT and defense sectors. I look forward to leveraging my experience to strengthen client relationships and drive revenue across new verticals.”

John will make his first appearance as C2A Security’s CRO at the annual **Auto-ISAC US Summit** in Washington, DC, on September 22–24, joining CEO Roy Fridman and Sr. Sales Director Paul Priepke. To connect with John and the C2A Security team at the Summit, [click here](#).

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About C2A Security

C2A Security is the only AI-based, context-driven product security orchestration platform that addresses the specific needs of software-defined products in heavily regulated sectors.

Founded in 2016, C2A Security's customers and technology partners include top-tier global players as BMW Group, Daimler Truck AG, Elekta, NVIDIA, Siemens, Orcanos, Marelli, NTT Data, and Deloitte. A CLEPA Innovation Award recipient for its industry-pioneering DevSecOps platform, C2A Security empowers companies to bridge the visibility gap between security and engineering teams towards a unified security posture. By leveraging AI-driven contextual analysis, advanced security automation, and automated compliance reporting, C2A Security transforms product security to shorten software release times and decrease costs in the healthcare, industrial, robotics, automotive, and other Cyber-Physical Systems.

C2A Security was founded by NDS/Cisco veteran Michael Dick, with its global headquarters in Jerusalem, Israel. www.c2a-sec.com.

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