

VMRay, a Leader in Malware Analysis and Detection Tools, Welcomes Alexandra Guennewig as Vice President, Marketing

London, England — April 21, 2021 Renovata & Company is pleased to announce the placement of Alexandra Guennewig as vice president, marketing for VMRay, a leading innovator and developer behind the next generation of malware analysis and detection tools. In late 2019, VMRay completed a Series B investment round led by Digital+ Partners. Guennewig will set and implement the marketing strategy to shape and accelerate the company's growth.

VMRay was founded in 2013 by Dr. Carsten Willems (CEO) and Dr. Ralf Hund—early pioneers in automated malware analysis and detection. The company, which has 60 employees and more than 100 clients throughout the U.S. and Europe, helps organizations of all sizes protect themselves against the growing global malware threat. VMRay's automated malware analysis and detection solutions enable the most security-conscious enterprises around the world to minimize business risk, protect their most valuable data, and safeguard their brands.

VMRay delivers third-generation sandboxing threat analysis and detection using advanced hypervisor-based dynamic analysis. The VMRay analyzer is platform-independent and highly scalable. By monitoring at the hypervisor level, the product is undetectable by malware running in the target operating system. VMRay works through channel partners and OEMs to deliver its solutions to leading enterprises around the world.

"Alexandra brings more than 15 years of international marketing experience in IT, lifestyle and automotive to her new role," says Lisa Morgan, Renovata & Company principal. "She has accepted the challenge to lead VMRay to new levels of revenue growth and take new products and propositions into the market through direct and indirect sales channels—navigating the complexities of operating across an international business."

Prior to joining VMRay, Guennewig was the director of global marketing for Utimaco, a cyber-security hardware company, where she was responsible for global go-to-market—including lead generation, product marketing, product launches, public relations and social media. Before that, she held several product marketing and marketing management roles at Lumileds, a lighting solutions company; and Philips, a health technology company.

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