Thought Leadership and Executive Speaking Policy

Document ID: MKT-TLP-2025.01
Version: 1.0
Effective Date: 2025-11-01
Department: Marketing

1. Objective

To leverage the expertise of NexaCore's executives and technical staff to shape industry discourse, drive brand authority, and generate high-quality inbound leads.

2. Content Focus and Approval

- **Mandatory Focus:** All external articles, conference talks, and published papers must align with the **Core Messaging Pillars** (Trust First AI, Workflow Transformation, Scalable Predictive Power).
- **Review Process:**
  1. **Topic Proposal:** Submitted to the Head of Content and PMM team for alignment.
  2. **Draft Submission:** Full draft (slides or text) submitted for review.
  3. **Final Approval:** Mandatory approval from **Legal/Compliance** to ensure no disclosure of IP, confidential data, or sensitive financial information.
- **Non-Disclosure:** Speaking engagements are strictly prohibited if they require disclosing NexaCore source code, model weights, or specific client contracts without a prior Non-Disclosure Agreement (NDA) authorized by Legal.

3. Conference and Event Sponsorship

Tier 1 events (e.g., KubeCon, industry-specific C-level summits) are prioritized. All sponsorships must have a clear, measurable **Lead Generation and Brand Awareness** objective documented beforehand.

4. Personal vs. Corporate Channels

When speaking at an event or publishing content, the speaker must clearly distinguish between personal opinion and official company views. If using personal social media to promote content, a disclaimer is required.