CTI Analyst and Smarketing Framework Trait Mapping

CTI Pillar	CTI Competency	CTI Trait	Smarketing Pillar	Smarketing Competency	Smarketing Trait
Problem Solving	Critical Thinking	Synthesize relevant data points to formulate unbiased judgements and analytic lines.	Data & Analytics	Data Visualization	Make recommendations for optimization of marketing campaigns.
Problem Solving	Critical Thinking	Identify intelligence gaps and identify data sets, tools, or techniques to address the gaps.	Data & Analytics	Data Visualization	Identify areas where analytics can better serve the organization.
Problem Solving	Critical Thinking	Prioritize stakeholder intelligence requirements.	Strategy & Planning	Marketing Management	Make recommendations for enhancements to marketing strategy in consultation with leadership.
Problem Solving	Research and Analysis	Use visualization, link analysis, and hypergraphs to identify correlation and other relationships within a data set.	Data & Analytics	Data Visualization	Develop recurring reports focused on end-user experience and share reports cross-functionally.
Problem Solving	Research and Analysis	Determine stakeholders and identify their intelligence needs in the form of intelligence requirements.	Customer Experience	Sales Intelligence	Identify key consumer behavior and offer insights to drive data-driven decisions.
Problem Solving	Research and Analysis	Develop scripts to assist in data normalization, ingestion, and analysis.	Data & Analytics	Website/Google Analytics	Audit, recommend and implement technical SEO/SEM optimizations.
Problem Solving	Research and Analysis	Mine, interpret, extract, store, and pivot on cyber threat data.	Data & Analytics	Data Compliance & Security	Manage marketing data collection and data input channels to ensure consistency and standardization.
Problem Solving	Investigative Mindset	Perform root cause analysis to determine what happened and possibly why an activity has taken place.	Customer Experience	UX/User Research	Conduct user research with customers.
Professional Effectiveness	Communication	The ability to present analytic conclusions, findings, research, and methodologies to tactical, operational, and strategic audiences in an effective manner that resonates with each audience type.	Strategy & Planning	Marketing Management	Communicate relevant metrics, targets and data collection strategies and insights to key stakeholders.
Professional Effectiveness	Communication	Use the AIMS framework, BLUF, and other best practices to tell an intelligence story.	Branding & Content	Storytelling	Write and edit copy for multiple platforms, including web, social media, print.
Professional Effectiveness	Business Acumen	The ability to understand an organization's mission, vision, goals and how cyber threat intelligence supports business decisions influencing an organization's cyber risk exposure.	Strategy & Planning	Marketing Management	Interpret top-level messaging and brand stories to implement strategic marketing and communications plans.
Professional Effectiveness	Business Acumen	Determine the right cadence and modality for intelligence products to support stakeholder needs.	Customer Experience	Customer Journey	Partner with other teams to create programs that retain customers with the purpose of increasing lifetime value.

Professional Effectiveness	Business Acumen	Navigate internal politics within an organization's construct to positively affect cyber security collaboration and decisions.	Strategy & Planning	Marketing Management	Build and maintain collaborative relationships with stakeholders and teams.
Professional Effectiveness	Teamwork and Emotional Intelligence	Build relationships with internal stakeholders to elicit information about business operations and acquire additional data to fill intelligence gaps to support the threat intelligence processes.	Customer Experience	Sales Intelligence	Build and maintain collaborative relationships with stakeholders and teams.
Professional Effectiveness	Teamwork and Emotional Intelligence	Read the room and formulate actions based on the situation's dynamics to include being self- and socially-aware, exhibiting self-control, and managing expectations and relationships.	Customer Experience	Customer Journey	Operationalize the customer experience delivery model to consistently create solutions based on customer insights.
Technical Literacy	Enterprise IT Networks	Understand how systems communicate with one another and the protocols used for certain types of communication.	Data & Analytics	Data Compliance & Security	Manage marketing data collection and data input channels to ensure consistency and standardization.
Technical Literacy	Organizational Cyber Security Roles and Responsibilities	Understand the need for a RACI (responsible, accountable, consulted and informed) matrix and service level agreements (SLAs) within and between cyber security teams.	Strategy & Planning	Marketing Management	Establish best practices for segmentation, forecasting, targeting, analysis and execution of marketing campaigns.
Problem Solving	Critical Thinking	Create mental models, data schema, or determine relevant analytic frameworks to assist in structuring data and analytic thoughts.	Strategy & Planning	Content Strategy & Planning	Create design principles and content standards for use in publication.
Problem Solving	Research and Analysis	Blend linguistic capability, cultural background, and regional familiarity to derive insights not obvious from just technical data.	Branding & Content	Brand Identity & Voice	Ensure consistency in brand voice and visual style across all digital channels.
Problem Solving	Research and Analysis	Normalize unstructured data sets.	Data & Analytics	Data Visualization	Integrate external data sets from research and surveys into customer data for analysis.
Problem Solving	Investigative Mindset	Determine what natural next steps and pivot points when supporting research or enriching known cyber threat data.	Strategy & Planning	Content Strategy	Plan and oversee the optimization of content in a variety of formats.
Professional Effectiveness	Communication	Employ relevant visualizations, graphics, and illustrations to communicate key takeaways.	Branding & Content	Brand Identity & Voice	Create design principles and content standards for use in publication.
Professional Effectiveness	Communication	Disentangle facts such as observations from assessments when crafting finished intelligence products.	Data & Analytics	Data Visualization	Monitor and report on marketing program effectiveness and ROI.
Professional Effectiveness	Communication	Leverage probabilistic (estimative) language to convey confidence in the underpinning assessment.	Strategy & Planning	Marketing Management	Make recommendations for enhancements to marketing strategy in consultation with leadership.

Professional Effectiveness	Business Acumen	Find opportunities to align cyber threat intelligence requirements of stakeholders within each phase of the Intelligence Lifecycle.	Strategy & Planning	Marketing Management	Develop and deploy both traditional and digital advertising strategies, campaigns and sales promotions in conjunction with larger marketing initiatives.
Professional Effectiveness	Teamwork and Emotional Intelligence	Lead from where you are by setting a positive example to help improve an organization's culture.	Strategy & Planning	Marketing Management	Develop strategic and technical approaches that address content needs.
Professional Effectiveness	Teamwork and Emotional Intelligence	Foster culture of cohesion and trust.	Customer Experience	Sales Intelligence	Build and maintain collaborative relationships with stakeholders and teams.
Technical Literacy	Enterprise IT Networks	Understand event forwarding.	Data & Analytics	Data Compliance	Follow data compliance and ethics guidelines in published content.
Technical Literacy	Organizational Cyber Security Roles and Responsibilities	Understand roles and responsibilities for members of various teams.	Strategy & Planning	Marketing Management	Direct the company's public communication efforts, coordinating messages with internal and external teams and stakeholders.