



CUSTOMER CASE STUDY

How Church & Dwight Protects the Brands Millions Trust

Through ongoing threat intelligence, managed detection and response, and expert support, Church & Dwight works with Sophos to stay prepared as risks evolve across its business.



Church & Dwight

Industry

Consumer packaged goods

Sophos solutions

- Sophos Managed Detection and Response (MDR)
- Sophos Extended Detection and Response (XDR)
- Sophos Network Detection and Response (NDR)
- Sophos Identity Threat Detection and Response (ITDR)
- Sophos Managed Risk

All Sophos solutions are part of Sophos Fusion, the industry's most complete cyber defense system. Powered by agentic AI with human judgment, it sees everything, connects everything, and enables an organization's defenses to respond as one.

Overview

- 5,000 employees globally with headquarters in New Jersey, USA
- Global consumer packaged goods company with operations around the world
- Behind category-leading household brands including Arm & Hammer, TheraBreath, Hero, Zicam, Touchland, and OxiClean
- Serves millions of consumers through a portfolio of trusted brands supported by a global manufacturing and supply chain network

Challenges

- Keeping cyber defense aligned to a complex global business
- Protecting consumer-trusted brands and maintaining continuity of business operations as threats evolve
- Understanding emerging risks before they become larger business concerns
- Gaining relevant threat intelligence for consumer-packaged goods and manufacturing environments
- Maintaining readiness for high-risk security events with internal and external expertise

Outcomes

- **Connected cyber defense:** Sophos helps Church & Dwight bring together threat intelligence, monitoring, and response support across key areas of its security program.
- **Threat intelligence leaders can use:** Quarterly discussions with Sophos experts help the team understand emerging risks and bring the relevant insights into business-level security conversations.
- **A partnership that strengthens over time:** Church & Dwight views Sophos as an extension of its team, supporting continuous improvement across its cybersecurity program.
- **Confidence to protect a global business:** Sophos helps Church & Dwight safeguard its people, brands, operations, and business continuity while adapting to changing risks.

Protecting trusted household brands

Church & Dwight is a global consumer packaged goods (CPG) company with trusted brands, such as Arm & Hammer, TheraBreath, Hero, Zicam, Touchland, and OxiClean, household brands that millions of consumers rely on worldwide. The focus of their cybersecurity program is to ensure the protection of the global manufacturing and supply chain, the corporate systems, and business operations of the trusted consumer brands.

As the Chief Information Security Officer, David Ortiz leads Church & Dwight's cybersecurity strategy and ensures the organization is prepared for a constantly evolving threat landscape.

With AI-enabled threats increasing the speed, scale, and scope of cyberattacks, Ortiz recognized that staying ahead would require more than technology alone. They needed a trusted cybersecurity partner that could provide strategic guidance across its security program.

"First and foremost, it's always about the partnership and us working as one team."

David Ortiz
Chief Information Security
Officer

Bringing security intelligence into business decisions

Having worked with Sophos for many years, Church & Dwight has built a relationship with Sophos that extends far beyond technology. “First and foremost, it’s always about the partnership and us working as one team,” Ortiz says.

Through regular discussions with Sophos experts, Ortiz stays informed about emerging risks affecting consumer-packaged goods, manufacturing, and the broader threat landscape. Those conversations help his team validate their security strategy, understand where risk may be shifting, and bring stronger security context into business-level discussions.

For Ortiz, this level of engagement is precisely what sets Sophos apart. It gives Church & Dwight the insight, visibility, and response expertise needed to look ahead rather than react after issues become more visible.

This strategic guidance is reinforced by operational support. The same team that helps Church & Dwight understand emerging threats also helps the organization strengthen its ability to detect and respond to them.

Through Sophos Managed Detection and Response (MDR), Church & Dwight gains access to expert-led detection and response, strategic guidance, and industry intelligence that help strengthen cyber resilience across the business.

Connected security across every layer of the business

In addition to AI-enabled threats, adversaries are increasingly using coordinated attacks that can outsmart standalone defenses. For organizations operating global brands and complex manufacturing environments, relying on disparate, point solution tools can make it more difficult to detect and respond to threats.

As such, Church & Dwight benefits from a unified cyber defense system that brings together visibility, intelligence, and response across the organization.

With Sophos Fusion, the Sophos AI-Native Cybersecurity Defense System, Church & Dwight is armed with the industry’s most complete cyber defense system that sees everything, connects everything, and enables their defenses to respond as one.

Instead of relying on individual tools that operate independently, Sophos Fusion connects insights across multiple layers of the environment, enabling a more coordinated defense against sophisticated attacks.

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David Ortiz

Chief Information Security Officer

Staying prepared for the next evolution of cyber threats

As threats continue to evolve, maintaining an effective cybersecurity strategy requires more than technology alone. For Ortiz, the value of Sophos extends far beyond individual capabilities.

“With Sophos, I’m not buying one-off solutions. I’m buying a relationship,” he says.

Over time, Sophos has become an extension of the Church & Dwight security team, helping them strengthen their security posture, prepare for high-risk situations, and adapt to emerging threats while protecting what matters most.

By combining strategic guidance, threat intelligence, and expert-led response with a unified cyber defense system, Church & Dwight can continue evolving its security strategy in ways that support both security priorities and business requirements.

Protecting a global business requires more than individual security tools. It requires the ability to connect insight, expertise, and action in ways that help security leaders stay ahead of change.

Through its partnership with Sophos, Church & Dwight is well-positioned to stay ahead of change while safeguarding its people, brands, operations, and business continuity.



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