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Summary

Experienced security executive with over a decade of experience in both hands-on as well as strategic roles. Highly fluent in both the business side of the industry as well as the technical and research sides. Highly customer oriented with experience in creating and managing marketing and media presence.

Experience

Managing Partner

2009 - Current, Security & Innovation. Israel

Security & Innovation is a boutique strategic consulting establishment. Our services focus on innovation in the security field, product and marketing roadmap creation and facilitation, and high-end risk assessment for security conscious enterprises. Additionally, Security & Innovation provides training in several fields of information security – from pen-testing, through security technologies to secure development.

Director, Security Research

2008 – 2009, Aladdin Ltd. Israel

Aladdin is a leading security services and solution provider (www.aladdin.com).

- Form the AIRC (Attack Intelligence Research Center) to provide security research facilities for Aladdin's Content Security business unit. Turn it into a leading security research facility in less than 4 months, while shaping the future products to the changing market needs.
- Establish a CI (Competitive Intelligence) department to provide thorough relevant data (covering everything from market share, to financial, sales figures, technical and support experience) on all competing vendors and products, empowering the sales organization to win more deals.
- Conduct sales and marketing activities, hands-on, customer facing. Lead the ISP market offering and increase market awareness, as well as lead interest (from none to 5 active leads in the pipeline, and a close relationship with one of the biggest communication providers in the UK)
- Establish marketing publications to emphasize the advantages of Aladdin's products. Monthly reports, Annual reports, media coverage - including media handling, PR, authoring, exhibitions, and public appearances. Increased lead-generation by 80% in less than 6 months.
- Lead, manage, and conduct innovative research leading to public speaking opportunities at leading conferences ([BlueHat](#), [Shmoocon](#), [e-Crime Congress](#), DefCon, etc...), press coverage (print, online, video, broadcast). Increase media coverage for Aladdin in the US and Europe by a factor of 5-6.

Director, Security Research

2006 – 2008, Finjan Software. Israel

Finjan is a leader in the secure web gateway market (www.finjan.com).

- Lead the security research in the company. Major product features and capabilities were initiated from research that was initiated and managed by me.
- Manage the MCRC (Malicious Code Research Center), thus enabling Finjan to maintain its leadership in the secure web gateway market.
- Translate the research efforts into product design by defining R&D requirements, maintenance release content and ongoing updates to existing customers.
- Publish numerous articles covering several aspects of the web security field, while gaining market focus, and media attention (including the San Francisco Chronicle, Washington Post, New York Times, etc...). Present at several industry leading conferences (NetworkWorld, InfoSecurity UK, [DefCon](#), [Blackhat](#), etc...).
- Provide a link between the field and the company by leading customer and prospect meetings. Delivering a clear business oriented message that translates the technological aspects of the market.
- Work with the media – journalists, and PR companies in all mediums.

CTO and co-founder

2004 –2006, BeeFence inc. Tel-Aviv, Israel

BeeFence developed an information security product that will change the scenery of the enterprise security field.

- Complete responsibility over the professional and technical aspects of the product, and the competitive analysis of the security market.
- Take an active part in the architecture team for the product with complete responsibility over the security of the product platform, performance, and availability.
- Active participation in funding rounds – working with VC's locally and overseas as well as manage ongoing contact with potential customers and partners.

Director of Software Development

Corporate Information Security Manager

2001 –2004, Datavantage Corp. (NASDAQ: MCRS) OH, USA

Datavantage is a leading solution provider for the retail market in the US (www.datavantagecorp.com).

Director of Software Development:

- Designed a J2EE based enterprise solution that is deployed as an ASP solution as well as a standalone solution for CRM and Stored Value needs.
- Manages product development and coordination with complementing Company products (loss prevention, audit, and store systems).
- The marketing evangelist for the Stored Value product.
- The primary focal point for case studies conducted on the product (www.polyserve.com/pdf/Datavantage_case_study.pdf).

Data Center Project responsibilities:

- Designed and executed a dedicated financial transaction processing data center with wide area network disaster recovery.
- Success of center's architecture and implementation led to interviews in leading publications (www.searchenterpriselinux.com, www.networkworld.com and www.storagemagazine.com).

Unix & Internet Technical Manager

Information Security Consultant & Project Manager

1999 – 2001, Comsec-Publicom Ltd., Israel

Comsec is the leading information security consulting company in Israel (www.comsec.co.il).

Unix & Internet Division Manager:

- Served as the Company's UNIX & Internet lead architect (RobecoBank in The Netherlands; ShinseiBank & BankCard in Japan; TradingLinx in France/USA).
- Under my direction Comsec became the national leader in UNIX-based security. UNIX revenues rose by 640%

Information Security Consultant & Project Manager:

- Designed architecture for n-tier object-oriented Web applications, performed network penetration tests, engineered network security in heterogeneous environments, designed and implemented advanced intrusion detection systems. Conducted firewall design & implementation; authentication specialist for high risk environments..
- Notable customers: Shell Europe, Bezeq , YES, Barak Online, Japan Space Forum, Comverse, Cellcom Wireless, Comverse, ShinseiBank (Japan), Barak Online, RobecoBank (Netherlands), BankCard (Japan), TradingLinx (France/USA).

Education **Bachelor of Computer Science and Business Administration**

Interdisciplinary center (IDC), Herzliya, Israel

- Highly accredited by professors (recommendations upon request).
- Published two research papers:
 - *Digital systems architecture and design through a simulator*. Graded 95 (A+).
 - *Distributed Denial of service* (please see below). Graded 96 (A+).

Skills

- Proven leadership, innovation and focused management. Enabling the maximal utilization of given resources, while motivating them to reach new goals.
- Marketing experience including product positioning, branding, press and public relationship management, public speaking. In-field sales experience (esp. in the US, UK, and western EU).
- Programming, in-depth OS knowledge (Unix, Win32), Applications (most network server applications), Databases, Networking & Infrastructure.
- A sample of the media publications attributed to me are available at www.iamit.org/clippings.html