**Brian Ross**

brian@brianross.io | (646) 229-4917| Philadelphia & NYC| linkedin.com/bross

**SUMMARY**

Experienced software executive with expertise in product design, team leadership, customer relationship management, sales support, and operations management. Innovations in Identity and Access Management and Passwordless Authentication have resulted in multiple patents. Known for a proactive attitude and relentless work ethic, an ability to learn and consistently driving significant contributions to every project undertaken.

**EXPERIENCE**

**Privakey,** Philadelphia, PA *2016 - Present*

*Chief Product Officer*

Led the development and deployment of SaaS and enterprise passwordless authentication and authorization services from concept to launch to ongoing support. Products delivered include Privakey CX, Privakey IDS, and Privakey SSO.

* Conceived of and managed the development, deployment and operations of 3 innovative IDM products
* Led a cross-disciplinary team of 10 + designers, developers, QA & marketers.
* Created business vision, requirements, and their associated UI & UX designs
* Directed our SaaS deployment model, encompassing tool selection, operational management, and user-facing documentation
* Supported Sales efforts by performing product demonstrations, authoring presentation assets and creating demonstration assets
* Spearheaded conference planning and managed on-site booth operations, driving engagement and brand visibility
* Implemented the Privakey Passwordless SSO front-end in ReactJS and Redux
* Set-up and integrated 3rd party Knowledge Base, Help Desk, Marketing and HR tools.
* Delivered break-out presentations and contributed to thought-provoking panel discussions, showcasing expertise and industry leadership
* Selected by IBM as an inaugural participant in their highly competitive IBM HyperProtect Accelerator program, resulting in monthly credits to adopt their cutting-edge security tools
* Played a pivotal role in Privakey’s exit strategy and execution, including strategic product positioning, intellectual property value assessments, and leading compelling product presentations to prospective acquirers
* Spearheaded strategic and tactical initiatives, including:
  + Authored 3 patents
  + Oversaw and received SOC certification
  + Wrote continuity of business planning

**Probaris,** Philadelphia, PA*2010 - 2016*

*Vice President – Customer Relationship Management*

Probaris offered a Registration Authority workflow suite to US Government Agencies looking to issue Personal Identity Verification Cards (cryptographically sophisticated identity assertion, physical access and logical access security tokens) to their employees and contractors.

* Oversaw all aspects of a critical account ($X,000,000) at the United States Patent and Trademark Office
* Ensured day-to-day operational success through regular, governed interactions with C-suite executives, security desk personnel, operations personnel and business sponsors.
* Deployed and maintained enterprise software and peripherals in secure data center and security offices
* Arranged, managed and participated in PKI key ceremonies
* Directed product development and customer support teams
* Contributed to sales, marketing, and RFP responses
* Participated in the sale of company assets and facilitated the transition of product development and key accounts to the acquirer

**Ohana Companies,** Philadelphia, PA*2008 - 2010*

*Chief Technology Officer*

Performed various roles for Ohana, whose Rebate Processing Platform batch processed consumer rebate submissions against high-volume sales data from Sears and other retailers.

* Joined Ohana during a tenuous period and successfully stabilized the development processes and operations resulting in expanded business with key accounts.
* Responsible for overall IT infrastructure,
* Led product development, day-to-day management of onshore and offshore development teams, operations.

**Groundswell,** New York, NY*1999 - 2008*

*Engagement Manager*

Groundswell (later Enterpulse) was a leading provider of strategic and development services to Fortune 500 companies during the early stages of Web 2.0 implementations. Early innovators in web portal technology, Groundswell helped their customers deliver rich, dynamic personalized experiences for their users.

* Joined as the 3rd employee hired in the NYC office and was involved in all aspects of bootstrapping the location.
* Led accounts at major customers, including BMW NA, Chase, Lazard Freres, Standard and Poors

**EDUCATION**

**Yale University Graduate School of Arts and Sciences,** New Haven, CT

PhD Program, Sociology

**Bucknell University,** Lewisburg, PA

BA, Sociology

**SKILLS**

Leadership & Management

* Team Leadership & Employee Mentorship
* Cross-functional Team Collaboration
* Change Management and Conflict Resolution
* Customer Management

Product

* Product Strategy
* Business Requirements, Road Mapping, and Release Planning
* Competitive Differentiation
* Product Lifecycle Management
* Sales Engineering
* Patent Writing, Review and Defense
* Technical Writing
* Compliance and Regulatory Knowledge

Technical Expertise

* SaaS Development and Deployment
* Enterprise Software Solutions
* IAM Standards and Offerings
* Cybersecurity
* DevOps
* Cloud Architecture (AWS, Azure)