# Brian Ross | Product Executive - Identity and Authentication

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## SUMMARY

Product executive with deep expertise in SaaS, cybersecurity, and Identity and Access Management. Recognized for launching and scaling market-leading trust and verification solutions designed to seamlessly reduce fraud while insuring the authenticity of user interactions. Proven ability to build product vision, execute go-to-market strategies, and direct product, engineering, design to create seamless authentication and authorization systems. Hands-on leader skilled in balancing high-level strategy with execution, particularly in transitioning startups into scalable, structured organizations. Holds multiple patents in passwordless authentication and security technologies.

## EXPERIENCE

### *Privakey, Philadelphia, PA*                    *Chief Product Officer | 2016 - Present*

Led product strategy, development, and market execution for a portfolio of passwordless authentication, real-time authorization, and identity verification solutions, driving adoption in enterprise and government sectors.

- Expanded product line from 1 to 3 IAM solutions, increasing market reach by 200%.
- Conducted user research and competitive analysis, leading to feature differentiation that addressed unmet customer needs in real-time authorization and identity assertion.
- Translated business requirements into user stories and acceptance criteria, ensuring alignment with security, compliance and customer needs.
- Developed a structured, scalable SaaS deployment model, reducing operational costs by 30%, directly contributing to key business objectives.
- Oversaw technical execution of product roadmap by running agile meetings, aligning priorities with engineering, and ensuring timely delivery of of features in mobile applications and cloud-native environments.
- Authored three patents in authentication security, with estimated licensing potential of $100M+.
- Managed a global team of 10+ across engineering, UX, sales, and marketing.
- Mentored junior designers and developers, establishing a strong UI/UX foundation for security products.
- Led SOC 2 certification to meet enterprise security standards.
- Introduced interactive product demos and BD tools, increasing lead engagement by 60%.
- Engaged customers via live product demos, speaking panels, and cybersecurity events.
- Optimized conference strategy, resulting in a 60% increase in booth traffic and key industry partnerships.
- Secured a place in the IBM HyperProtect Accelerator, gaining access to cutting-edge security infrastructure.
- Developed 9 patent claim charts showcasing intellectual property strength that attracted 6 exit partners

### **Probaris, Philadelphia, PA**                    **Vice President, Product Management | 2010 - 2016**

Directed product management and enterprise deployments for government cybersecurity solutions, focusing on identity verification and public key infrastructure (PKI).

- Managed IAM solutions for the United States Patent and Trademark Office (USPTO), ensuring compliance with federal PIV security regulations.
- Coordinated closely with engineering to manage feature delivery for PKI-backed identity solutions under strict federal compliance timelines.

- Served as technical liaison between USPTO stakeholders and engineering teams, translating system requirements into product specs and development tasks.
- Conducted PKI key ceremonies and security audits, ensuring zero security breaches and 100% compliance.
- Led an innovation initiative that resulted in the formation of Privakey.
- Oversaw the transfer of product development and key accounts to an acquiring firm, retaining 100% of key clients.

***Ohana Companies, Wilmington, DE***                 ***Chief Technology Officer | 2008 - 2010***

Oversaw product strategy and operations for a high-volume, cloud-based rebate processing platform.

- Re-engineered the rebate processing platform, handling 1M+ transactions daily with 99.95% accuracy, improving system scalability while reducing operational costs.
- Implemented CI/CD pipelines and agile methodologies, reducing product development time by 15%.
- Managed an onshore and offshore development team of 10+ engineers, improving system performance by 30%.

***Groundswell, New York, NY***                       ***Engagement Manager | 1999 - 2008***

Led digital transformation projects, focusing on user experience improvements and enterprise portal strategies for Fortune 500 clients including BMW NA, Chase, Lazard Freres, and Standard & Poor's.

# EDUCATION

Bucknell University – B.A., Sociology
Yale University Graduate School of Arts and Sciences – PhD Program (Did Not Complete)

# SKILLS & EXPERTISE

Product Leadership & Strategy
- Product Vision & Roadmap Execution
- Go-To-Market (GTM) Strategy
- Cross-Functional Team Leadership
- Writing User Stories / Acceptance Criteria
- Agile Development & Scaling Startups
- Stakeholder & Executive Communication
- Agile Project Management
- Sprint Planning & Release Management
- Technical Documentation

Cybersecurity & Identity Management (IAM)
- Passwordless Authentication, MFA, SSO
- Zero Trust Security Models
- Public Key Infrastructure (PKI) & Credentialing
- SOC 2, GDPR, PSD2 Compliance
- Risk-Based & Behavioral Authentication

Technical & Business Strategy
- SaaS & Cloud Security Architecture
- Operations & Tooling(CI/CD, DevOps, Support Stack)
- Cybersecurity Market Analysis & Competitive Positioning
- Business Development & Strategic Partnerships
- Cybersecurity Evangelism & Public Speaking