Brian Ross

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📍 Philadelphia, New York City

Experienced, business-focused software executive with expertise in product design, team leadership, customer relationship management, sales support, and operations management. My innovations in Identity and Access Management and Passwordless Authentication have resulted in multiple patents.

Known for a proactive attitude and relentless work ethic, consistently driving significant contributions to every project undertaken.

Experience

Co-Founder and Chief Product Officer at Privakey

From 2016 to Current

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.

The Privakey suite of services extends zero-trust principles to the user, ensuring secure and assured end-user intent verification.

Privakey CX & Privakey IDS

Privakey CX and IDS is a simple-to-use yet sophisticated passwordless authentication and authorization service. With Privakey CX & IDS, companies can enhance existing mobile applications with strong, passwordless Authentication, Authorization, and interactive Events, turning existing assets into a fulcrum of digital trust.

Privakey Passwordless SSO

Launched into Beta in 2024, Privakey Passwordless SSO is designed to enable passwordless single-sign-on access to key Cloud resources for small to mid-sized businesses. With pre-configured integrations to Google Workspace, Microsoft 365, Okta, AWS, Box, Slack, Zoom, and others, Privakey Passwordless

SSO enhances operational security while improving users' day-to-day interaction with key services.

Key Responsibilities and Achievements:

- Led a cross-disciplinary team of 10, spanning designers, developers, QA & marketers. Conducted performance evaluations, 1-on-1's, and career coaching

- Ensured a shared understanding of our products internally by creating business requirements and their associated UI & UX designs

- Directed our SaaS deployment model, encompassing tool selection, operational management, and user-facing documentation

- Supported the Sales team by performing product demonstrations, authoring presentation assets,and participating in strategic discussions

- 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 (I don't know if I have this right)

- Played a pivotal role in Privakey's exit strategy, including strategic product positioning, intellectual property value assessments, and leading compelling product presentations to prospective acquirers

- Spearheaded strategic and tactical initiatives, including:

- Authoring 3 patents

  - SOC certification

  - Continuity of business planning

  - Defining DevOps protocols and procedures

Vice President - Product and Services at Probaris

From 2010 to 2016

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

- Oversaw all aspects of a critical account ($X,000,000) at the United States Patent and Trademark Office
- Liaised with security desk personnel, C-suite executives, operations managers and business sponsors to ensure day-to-day operational success
- Deployed and maintained enterprise software and peripherals in secure data center and security offices
- Managed PKI key ceremonies
- Directed product development and customer support
- 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

Chief Technology Officer at Ohana Companies

From 2008 to 2010

Performed various roles for Ohana, whose Rebate Processing Platform batch processed consumer rebate submissions against high-volume sales data from Sears and other retailers. Responsible for overall IT infrastructure, day-to-day management of onshore and offshore development teams. Ran daily status meetings with customers. Joined Ohana during a tenuous period and successfully stabilized the development processes and operations resulting in expanded business with key accounts.

Engagement Manager at Groundswell and Enterpulse

From 1999 to 2008

Groundswell (later Enterpulse, which acquired by Groundswell in 2001) 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 numerous strategic and development engagements for prestigious clients, including: Chase, Lazard Freres, DTC, Citibank, and BMW.

Education

Yale University Graduate School of Arts and Sciences

PhD Program - Sociology

Bucknell University

BA, Sociology

Skills

Product Management

- Strategy Articulation
- Business Requirements
- Competitive Differentiation
- Development Prioritization
- Product Lifecycle Management
- User Experience (UX) Design
- Roadmapping and Release Planning
- Market Research

Technical Expertise

- SaaS Development and Deployment
- Enterprise Software Solutions
- Cybersecurity
- DevOps
- Cloud Architecture (AWS, Azure)

Leadership & Management

- Team Leadership
- Strategic Planning
- Sales Engineering
- Employee Mentorship
- Team Management
- Cross-functional Team Collaboration
- Change Management
- Conflict Resolution

Intellectual Property & Documentation

- Patent Writing
- Patent Review
- Patent Defense
- Documentation
- Technical Writing
- Compliance and Regulatory Knowledge
- Standards Development (e.g., ISO, IEEE)

Communication & Negotiation

- Public Speaking
- Contract Negotiation
- Stakeholder Engagement
- Client Relations
- Persuasive Communication
- Workshop Facilitation
- Presentation Design