

BEN GREENBAUM

PROVEN INFORMATION SECURITY PRODUCT MANAGEMENT

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PROFILE

Senior information security professional with an extensive track record of delivering and managing innovative, industry-leading security solutions. Nearly 25 years of experience in the security and financial services industries conceptualizing, evangelizing, developing, and delivering efficient and effective products and services to government, military, and Fortune 500 customers.

CAREER HIGHLIGHTS

- Contributed to or led the design and development of multiple award-winning security products
- Authored or drove authorship of multiple company- and industry-wide standards and processes
- Senior lead for SecurityFocus ARIS, a cloud-based SIEM - in 2002
- Data Architect for Symantec's industry-leading Global Intelligence Network
- Conception, design and development of PayPal's first threat intelligence data warehouse
- Planning and build-out of a Threat Intelligence capability at the world's leading hedge fund
- Sr. Product Manager for early design and initial launch of Cisco XDR

KEY SKILLS

- Expert knowledge of information security concepts
- Technical communications to diverse audiences, customers, and internal stakeholders
- Anticipation of security market needs
- Product and feature specification and design
- Team Leadership
- Requirements gathering and prioritizing
- Data analysis, visualization and packaging
- Wireframing and prototyping

EXPERIENCE & ACCOMPLISHMENTS

Cisco Systems
Senior Product Manager, Cisco XDR

2021-Present

- Understand – and anticipate – customer needs
- Collect and synthesize input from diverse samples of users
- Specify meaningful, actionable requirements for engineering
- Build consensus and shared vision among stakeholders and organizational partners
- Represent and evangelize customer needs and business opportunities to audiences ranging from executives to engineering

EXPERIENCE & ACCOMPLISHMENTS continued

Cisco Systems

2017-2021

Technical Marketing Engineer, Cisco XDR, SecureX, CSMA

- Provided technical, tactical and strategic guidance to product management, engineering, and marketing teams
- Mentored Technical Marketing team in business communications, customer-centric materials, and career path and development
- Contributed to functional design of advanced threat intelligence offerings
- Authored, recorded, and published training and demonstration materials and videos
- Created and shared methods and processes for maintaining materials across a rapidly iterating portfolio
- Solicited use case and technical feedback from customers to drive product design
- Presented at conferences to audiences of hundreds, routinely with top ratings from attendees

Bridgewater Associates

2015-2016

Senior Threat Analyst / Threat Intelligence Specialist

- Led initial efforts to scope and plan new threat intelligence program
- Defined team structure and high-level roles/responsibilities
- Evangelized value of Threat Intelligence internally
- Designed and developed integration of threat intelligence products
- Operationalized threat intelligence data into SOC procedures and technologies

PayPal

2013-2015

Security Intelligence Architect

- Led data architecture and design for PayPal's first threat intelligence data warehouse
- Designed and developed framework for:
 - Importation of indicator data from OSINT and commercial sources
 - Outbound data feeds of high-interest indicators to internal users
 - Tools for analysts to perform lookups against the full data set

Symantec

1999-2013

Senior Principal Software Developer

- Led globally distributed vulnerability and threat research teams
- Participated in the design and development of the following:
 - SecurityFocus.com; web's first security information clearinghouse
 - World's first publicly/commercially available vulnerability database
 - World's first cloud based SIEM and crowdsourced incident database
 - Scoring system to rate impact/severity/urgency of vulnerabilities (precursor to CVSS)
- Designed, architected, and led development of:
 - Symantec Malicious Code Database
 - Symantec Global Intelligence Network
 - DeepSight suite of Threat Intelligence products
 - Advanced research portal for enterprise customers
 - Attack Quarantine System distributed honeypot network
 - Multiple inbound and outbound Threat Intelligence data integrations across Symantec's entire product line