

CHIEF TECHNOLOGY OFFICER / HEAD OF APPLICATION SECURITY

Cybersecurity Expert Monetizing Threat-Response Solutions for Worldwide Technology Leaders

Fortune 50 High-Tech • Clean-Tech • Cloud Services • Autonomous Cars • Software • Social Media



CYBERSECURITY THOUGHT LEADER – Renowned cybersecurity disrupter with 20+ years innovating and monetizing cyber threat detection and response solutions.



TRANSFORMATIONAL ARCHITECT – Sought out and hired by prominent industry leaders, including Axxle, MegaSoftware, Aztech, and Zelex to forge cybersecurity strategic direction.



GROWTH STRATEGIST – Revolutionized and drove growth strategies for Zelex's \$25B portfolio and ignited growth from zero to \$50M leading Aztech's internal web-services start-up.



INDOMITABLE ENTREPRENEUR – Pioneered several start-ups from ideating and securing funds—raised millions in private equity—to steering flawless go-to-market strategies.



IMPASSIONED TEAM LEADER – Built, scaled, mentored, and motivated high-caliber and empowered teams unifying with clear vision and technical direction.

CAREER HIGHLIGHTS

- **Propelled \$250M in revenue** with innovative portfolio of original products, including Cloud Knowledge, and SaaS services.
- **Soared revenue from \$0 to \$50M** of internal start-up as e-commerce portfolio owner.
- **Secured \$7M in VC funds** to prototype IoT water-making device, launch start-up, and debut product at premier industry show.
- **Championed \$200M retail store overhaul** and transformation aligning retail and e-commerce with omni-channel services.
- **Thwarted billion-dollar losses from potential cyber threats** enacting response protocols across at-risk products and services.
- **Appointed to New Leaders Council** (2019)
- **Received Women in IT Award** (2018)

EXECUTIVE COMPETENCIES

Technology & Cybersecurity

- Cybersecurity Threat Doctor
- Application Security Designer
- Enterprise & Cloud Security Expert
- Omni-commerce Security Strategist

Business Growth

- Venture Capital Fundraiser
- Product Launch Tactician
- Product & Brand Evangelist
- Cost Optimization/Pricing Strategist

Leadership

- Innate Collaborator
- Entrepreneurial Trailblazer
- Executive & Board Influencer
- High-Performance Team Builder

CAREER TRAJECTORY & HIGHLIGHTS

CHIEF EXECUTIVE OFFICER (CEO) / BOARD MEMBER | SUN-MADE H2O, Redwood City, CA | 2019–Present

IoT and clean-tech start-up solving drinking water crisis for disaster recovery and residential use.

Reports to: Board of Directors and Investors **Budget Managed:** \$7M **Direct/Indirect Reports:** 5/20

While at Zelex, designed IoT device to create potable water outdoors; spun off Clean-Tech business unit and launched Sun-Made H2O. Ideated product, secured investors, recruited team, and created prototype for field trial.

- **Won \$7M in VC funding to launch start-up;** on track to debut IoT device at Keep It Green, premier industry show.

HEAD OF APPLICATION SECURITY | AXXLE, San Jose, CA | 2015–2019

Multinational \$260B technology company selling consumer electronics, software, and online services.

Reported to: Senior Director **Budget Managed:** \$50M **Direct/Indirect Reports:** 20/50

Conceived Axxle's Find-a-Bug program rewarding consumers with cash for detecting product bugs.

Reduced redundancy and secured continuous integration and deployment (CI/CD) pipelines.

Fortified e-commerce security strategy and spearheaded \$200M omni-commerce rewrite.

Handpicked by CTO to head security for Axxle's e-commerce technology. Identified pillars and aligned threat modeling, threat response, and risk assessment across divisions.

- **Garnered \$200M in executive funding** after analyzing Axxle's e-commerce platform and services to create technology strategy for secure omni-commerce.
- **Prevented multibillion-dollar losses** from potential cyber threats with stealth threat response and risk assessment strategy across Axxle's products and IT divisions.

Career Trajectory & Highlights, Continued

DIRECTOR, PRODUCT STRATEGY & DEVELOPMENT | ZELEX, HQ Singapore & San Jose, CA | 2011–2015*Second largest multi-national electronics manufacturer with \$25B revenue and ~200K employees worldwide.***Reported to:** Chief Security Officer (CSO) **Budget Managed:** \$50M **Direct/Indirect Reports:** 40/80 **Earned \$250M in revenue in two years post launch.** **Won Singularity University's Impact Challenge for solar-powered water making device.** **Spun-off Sun-Made H2O with executive sponsorship and board approval.**

Recruited by CSO to lead Zelex's product strategy and development initiatives. Innovated and diversified original portfolio with Knowledge, SaaS, Cloud, and hardware products.

- **Catapulted revenue \$250M** within two years of launch.
- **Crafted growth strategies for 45% of company's \$25B portfolio**, leading cost optimizations, pricing strategies, and multiple M&As and spin-offs.
- **Contributed to stock price doubling** from \$6/share to \$12/share after implementing new product portfolio.

SENIOR TECHNICAL PROGRAM & PRODUCT MANAGER | AZTECH, Austin, TX | 2008–2011*American multinational technology company with \$285B in revenues and 800K employees.***Reported to:** VP of E-Commerce Platform **Budget Managed:** \$60M **Direct/Indirect Reports:** 6/211

Designated "Chief of Staff" for e-commerce platform leading three-year strategic planning initiatives. Launched second wave needed to migrate Aztech.com to e-commerce platform. Identified and prioritized services via testing technical feasibility and substantiating with proven business cases.

- **Accelerated internal start-up revenue from zero to \$50M** by augmenting e-commerce portfolio, including webstore hosting, cloud services, elastic load balancing, auto scaling, and relational database web services.
- **Catalyzed exponential growth of Aztech marketplaces from single-digits to thousands**, transacting up to 4,000 items sold per minute, by redesigning API and virtualizing several high-traffic systems.

MEGASOFTWARE CORPORATION, Renton, WA | 2000–2008

*Leading American technology company with \$44B in revenue.***PROGRAM MANAGER**, Operating System | 2004–2008**Reported to:** General Manager, Security Technologies **Budget Managed:** \$1M **Direct/Indirect Reports:** 2/20

Aligned technical requirements to business objectives and enhanced user experience for full-volume drive encryption security; marketed as built-in feature to differentiate enterprise-level from personal PC edition.

- **Granted charter to close technology gap** after writing business case to identify threat and fix strategy.
- **Won executive approval to apply Six Sigma** to reduce TCO for virtual product with ~\$270M revenue.



Earned MegaSoftware Star for uncovering technology gap threatening flagship product with potential to compromise database security for hundreds of millions of users.

SECURITY LEAD, Flagship Server | 2001–2004**Reported to:** Head of Product Technology **Budget Managed:** \$1M **Direct Reports:** 6

Hired immediately upon graduation as security technology owner of database notification services. Architected permissions system leveraging access security, operating system, and cyber technology.

- **Galvanized data modeling and threat analysis of notification services architecture**, secured release protocols and code review criteria, wrote design specifications, and authored regulatory compliance whitepapers (SOX).



Awarded MegaSoftware Star for proactively conceiving and implementing innovative threat-mitigation solution after novel worm virus denied service to 75K users.

EDUCATION & PROFESSIONAL CERTIFICATIONS

Master of Business Administration (MBA) | University of California, Berkeley (Haas)

Bachelor of Science (BS) | Computer Science & Computer Engineering | Stanford University

Directors' College Certificate (Public Company Board Training) | Harvard Business School

Advanced Information Assurance and Security Certificate | University of Pennsylvania

Career Synopsis & Resume Strategy

Jasmine Jordan is a cybersecurity rock star! Following her illustrious college internship with “The” software company, she was hired upon graduation to spearhead the threat prevention strategy for the company’s flagship database product. Delivering on her promise of value, she was promoted to devise the encryption strategy for the company’s world-renown operating system. Her career trajectory soared as other industry giants pursued and wooed her, and she accepted. With each successive role, she expanded her professional brand as a cybersecurity authority and earned a reputation as a respected and inspiring leader. Her career took a bit of a turn after she won a prestigious competition for inventing a sun-powered water-making device while heading product development for a leading electronics manufacturer. She won approval to spin off the company’s clean-tech business, raised \$7M in VC funds, and was appointed as the new company’s CEO. Looking forward, she wants to leverage her cybersecurity expertise in a cutting-edge technology industry such as autonomous vehicles. Concurrently, she will pursue multiple paid board roles. Jasmine’s prospects are limitless given her impressive career history in cybersecurity and innovation.

In addition to this resume, I created a suite of career documents for Jasmine, including a board-focused resume, executive bio, LinkedIn profile, and cover letter. It was essential that all the documents had the same look and feel with a consistent writing style across the board, starting with the design elements and layout.

Jasmine requested this color palette to coordinate with her professional headshot in which she was wearing a navy blazer and an orange blouse, so I designed the resume using navy, orange, and white. The dark navy grounds the eye on key elements such as her impressive roles, job titles, company names, and key achievements. As an accent color, I used the bright orange for career highlights and incidental information and to convey Jasmine’s entrepreneurial spark and energetic nature. I applied white text against a navy background for major headings and provided plenty of white space throughout the document for readability and a modern touch.

By boldly announcing her target role, CHIEF TECHNOLOGY OFFICER / HEAD OF APPLICATION SECURITY, and clarifying her value proposition, *Cybersecurity Expert Monetizing Threat-Response Solutions for Worldwide Technology Leaders*, the reader immediately grasps that this resume belongs to an industry dynamo. Leaving no stone unturned, I provided a list of industries that Jasmine wants to explore, including Fortune 50 High-Tech • Clean-Tech • Cloud Services • Autonomous Cars • Software • Social Media.

At the top of the resume, I designed small square badges to visually align with Jasmine’s value proposition and listed her most impressive career achievements in the same horizontal space. To showcase her proven competencies, I divided the list of adjectives into three categories: Technology & Cybersecurity, Business Growth, and Leadership.

To maintain visual interest and capture the readers’ attention, I accentuated her key achievements using a couple of strategically placed SmartArt graphics to augment the bullet items associated with key roles. In her early career, she received company Star awards, so I created a graphic—mimicking the square badges at the top of the resume—to represent the awards and showcase the accolades she earned.