# Technical Marketing Leader

Mobile: 510.861.6003

Email: Vijay.Upadhyaya@gmail.com Twitter: @VijayUpadhyaya

### **Profile**

Entrepreneurial spirit with **14 years** of **information security** experience. Served as a trusted advisor to the senior management. Lead **technical marketing team** in the areas of **competitive research**, product positioning and sales enablement. Acknowledged ability to understand technology in context of business. Strong **network security implementation** background.

#### **Achievements**

- » Created and managed demos at McAfee's **Executive Briefing center** consisting of 12 McAfee products including Network Security Platform, Vulnerability Manager and McAfee Application whitelisiting.
- » Regular speaker at McAfee's user conference Focus. Presented on incident response using SIEM, Network Security Platform, Defcon CTF packet capture and buffer overflow protection using McAfee Application whitelisting. It was one of the few presentations with live demo.
- Predicted competitive positioning and provided guidance on strategy and demo for Gartner Vulnerability Management Market Scope. Gartner upgraded McAfee vulnerability Manager from "Positive" to "Strong Positive."
- » Selected as an employee of the month at iPolicy Networks (first UTM company) for managing AT&T's MSSP deployment and providing 75 bug fixes in less than 6 months.
- » First implementation of Stonegate firewall in India.
- » Created demonstration for "Hacking Exposed" which was viewed by more than 1500 customers and leveraged in various conferences and webcast for generating leads.
- » Responsible for third party reviews and received SC Magazine "**5 star**" rating for two consecutive years for McAfee Vulnerability Manager and ToPS for Compliance products.
- » Partnered with APAC region to enable channels in India on **Data Center Initiative**. Created pipeline of \$2.2 Million in less than one quarter, which is 10% of annual revenue of McAfee India region.
- Parachuted in to high valued deals. Supported \$30 Million of pipeline in two years by providing competitive intelligence across nine McAfee products and 35 competitors in high value deals.
- » Bootstrapped IT-GRC services practice at Agiliance. In less than a year, services revenue was the highest contributor to the top line.
- » Responsible for closing first major deal in APAC at iPolicy worth \$600,000.
- Earned CISSP, CISA and CRISC, certifications. Successfully completed three Blackhat courses, "Shellcode Labs", "Web Application Hacking" and "Network Forensics."

### **Areas of Expertise**

- » Proven skills in **coordination and management** of **large teams**. Managed virtual team of 15 located in three different geographies.
- » Broad implementation background in SIEM, Firewall, Unified Threat Management, **IDS/IPS**, Vulnerability Management, Application Whitelisting, Database security and configuration auditing.
- » Security Audit, penetration testing, competitive research and product positioning.
- » Secure network architecture using combination endpoint security, network security with security management and intelligence solutions.
- » Excellent communication and presentation skills. Reputation for honest and confident communication style.

### Experience

Guavus

# Director Product Management, Security Analytics

June-2013 – Till Date

- » Responsible for creating Advanced Security Analytics solution on Hadoop for service providers' mobile network.
- » Successfully created product requirements and delivered proof of concept.
- » Designed threat intelligence cloud by combining multiple threat intelligence vendors.
- » Responsible for product positioning and competitive analysis.

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McAfee Sept-2009 – June-2013

Technical Marketing Manager, Security Management

- » Bridge between Sales, Product Management and Product Marketing.
- » Selected as a core team member of the Risk and Compliance CTO team. Participated in new product development ideas and provided guidance on acquisition strategy.
- » Responsible for competitive research, sales enablement, and product positioning of nine products. Supported deals worth **\$30 Million in 2 years**.
- » Participated in multiple global initiatives such as **Datacenter initiative** as a technical marketing lead. Evangelized fully integrated network and endpoint security solution.
- » Created database security reference architecture for positioning McAfee's database solution by combining products from multiple business units and technology partners.
- » Participated in creating competitive sales plays (tools to enable sales.)
- » Received MVP of the quarter award for assisting sales on competitive product displacement.

Agiliance Apr 2007 – Sept 2009

Technical Marketing Manager & Sr. Solution Architect, GRC

- Assessing user requirement for compliance (SOX, HIPAA and PCI) and translating them in to product requirement.
- » Assisting Product Management in creating auditor friendly features for compliance requirement and managing beta customers and feedback.
- » Imparting Product Training and creating demonstrations highlighting value of solutions, which can assist sales and presales teams to pitch the product.
- » Competition analysis, SWOT analysis and creating solutions based on market requirements. Providing competitive gap analysis for board meetings.
- » Conducting Risk assessment, risk modeling and compliance audit using Agiliance IT-GRC platform for fortune 500 customers.

# IPolicy Networks Mar 2004 – Apr 2007

Sr. Security Architect, Unified Threat Management

- » Consulting solutions for CISO on Information Security, which included technology implementation, auditing, designing policies and procedures.
- » Assessing the impact of changes in the security solution and assisting engineering and product management on feature prioritization and design.
- As a Lead technical member of AT&T MSSP deployment team, provided 75 bug fixes in span of 6 months and awarded the best employee of the month award.
- Promoted within 1 year and gained responsibilities of managing customers in Southeast Asia and North America.
- Achieved 99.99% uptime SLA at AT&T by coordinating with the team delivering critical patches and planning implementation based on the change control time window.
- » Designed and imparted training for Intrusion Prevention Firewall (iPolicy Product), which generated additional revenue for the company.
- » Lead technical member of Merger and Acquisition team.

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### Ramco Systems Mar 2003 – Mar 2004

Senior Security Consultant, Security Integration

- » Security consultant at "Ramco Systems" handling security services for the west region.
- » Managed Information security for clients like ICICI, Hathway, IL&FS Investsmart, VSNL, PNB, Hutch, IDBI, Merck, Wipro Spectramind, CCIL and CG E & Y.
- » Successfully integrated ISS Real Secure IDS, Checkpoint NG and Webtrend reporter providing fully automated response and report against the attack.
- Conducted Compliance audit and prepared the internal audit checklist based on American Express Bank's Policy for Wipro Spectramind.
- Designing and testing the operational procedures for disaster recovery, BS-7799 Level 3 documentation for operational procedure of security products.
- Product implementation and architecture designing for very large networks with multiple entry points into critical IT services.
- » Successfully completed certification for Stonegate firewall CSGA, and ASF 5600 Nortel certification.

### Rolta India Ltd Feb 2001 – Mar 2003

Security Consultant, e-Security

- » Designed the audit report format for vulnerability assessment service.
- Team leader for the process audit conducted at Delhi, and penetration testing for http://www.rolta.com and http://www.roltasecure.com web servers.
- » Implemented Gauntlet, Sniffer pro, NFR and Cybercop scanner
- » Designed the Audit deliverables as a key member of audit deliverable group.
- » Successfully completed **BS-7799 lead auditor certification**.
- Conducted audit on ISP network and redesigned the ISP network architecture. Designed the Access Authorization and Disaster Recovery procedure.

### **Campazone Solutions**

Mar 1999 - Jan 2001

#### Network Admin

- » Network administrator and a developer maintaining LAN and firewall for the company
- » Developing portals in ASP and software on VB 5.0.
- » Core team member for developing the software for **SIEMENS**.

# Education, Courses & Certifications

- Bachelor of Engineering (Electronics), Mumbai University
- Blackhat Certification Course "Network Forensics: Blackhat Edition"
- » Blackhat Certification Course "The Shellcode Lab"
- » Blackhat Certification Course "The Web Application Hacker's Handbook"
- » Certified in Risk And Information System Control (CRISC), ISACA
- » Certified Information Security Auditor (CISA), ISACA
- » Certified Information System Security Professional (CISSP), ISC2
- » Stonegate certified system architect, Stonesoft
- » BJ Fogg Behavior Design boot camp
- » Mandel Communication Training
- » Media Training

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