

Zaira Pirzada

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Summary

- Experienced Vendor Advisor to Cybersecurity start-ups and large enterprises on go-to-market strategies, brand marketing, customer relations, and product development
- Experience End-User Advisor to small and medium-size businesses on meeting PCI, HIPAA, and ISO 27XX series compliance
- Previous Gartner SRM Analyst with a prolific background in publication, conference presentations, and vendor relations
- Global Theater and Poetry performer; yoga (hatha asana) teacher, and host of the Future of Cybercrime podcast

Experience



Owner

Infinitus Management Consulting LLC

Owner of a consultancy focused on:

- end-user cybersecurity and IT consulting
- yoga (hatha asana) teaching
- C-level advisory
- Youth mentorship (high school-college)

Cybersecurity Responsibilities include:

- Advising SMBs and NGOs on cyber-hygiene, basic technical implementations, and compliance/regulation.
- Free public speaking engagements and seminars on building community awareness on how to avoid scams, phishing, vishing, and insider risk.
- Guiding small-medium sized local businesses on PCI, HIPAA, and NIST CSF, with some focus on the ISO 27XX series.



Advisor

Lionfish Tech Advisors

Dec 2021 - Present (1 year 3 months)

Cybersecurity vendor advisor with specialties in: vulnerability management, attack surface management, endpoint security (including EDR, XDR), IT risk management, data loss prevention, data access governance, application security testing, and file-analysis software.

Some clients include:

- IBM
- Hive Pro
- ULTRARED
- Blue Sapphire
- IBM

- KELA
- etc.

My services include:

- Go-to-Market Strategy
- Product-Led-Growth Pricing & Packaging
- Product Branding & Storytelling
- Analyst Relations
- Competitive Market Intelligence
- Authorship of blogs, white papers, data sheets, etc.
- Customer & Conference Demos, Briefings, Conference Presentations, and Roundtables



GRC Senior Strategy Manager

MongoDB

Nov 2021 - Jul 2022 (9 months)

- Authored and peer-reviewed Privacy and Security white papers and blog posts
- Provided stakeholder input for and created training on security-risk management processes
- Created training collateral on Security and Compliance for sales teams and solutions architects
- Supported Product Marketing and Sales teams with customer security-compliance requests
- Supported on-site auditor processes and relations for security compliance

Gartner

Board Member - Women at Gartner (Arlington)

Gartner

Mar 2021 - Oct 2021 (8 months)

- Authored Women at Gartner (Arlington region) charter, terms of reference, organizational structure
- Built a membership forum for Women at Gartner ERG
- Created monthly "Women in Leadership" events with 70+ attendees
- Communicated and hosted local volunteer opportunities

Gartner

Principal, Advisory

Gartner

Dec 2019 - Oct 2021 (1 year 11 months)

- Advised Security and Risk Management leaders on building and implementing their:

Security Strategy and Policy

Security Awareness and Education Program

Security Communications and Board Reporting

Security Risk, Metrics and KPIs

Business Continuity Management

DLP & Data Classification Processes & Program

- Lead Gartner Conference Presentations and CISO roundtables at conferences with 1000+ attendees
- Published high-scoring research, cited by top vendors and media outlets

Gartner

Principal Analyst

Gartner

Sep 2018 - Dec 2019 (1 year 4 months)

- Analyzed market and technology trends in:

Data Loss Prevention

Data Classification

Data Masking

- Wrote technology and process related research notes
- Advised leading market vendors and end users
- Presented at large-scale Gartner conferences

Data Research Consultant

TitanHouse

Sep 2017 - Sep 2018 (1 year 1 month)

- Analyzed top industry leaders and b2b relations
- Aggregated and synthesize data to promote website creation and navigation
- Promoted and created OSINT research methodologies

Intelligence Analyst for "Hunted" on CBS

CBS

Mar 2016 - Jun 2017 (1 year 4 months)

On live television:

- Conducted real-time HUMINT, OSINT, GEOINT to capture simulated fugitives
- Prepared target packages for higher level intelligence analysts
- Employed link analysis using various open source, and otherwise subscription based programs
- Conducted interviews with various well-renowned media outlets on the role of intelligence in international relations

Research Analyst

TDI

2016 - 2017 (1 year)

- Lead and multi-tasked various investigative projects with teams of 5+ intelligence analysts
- Conducted regulatory compliance and investigative due diligence reports for clients
- Prepared reports on geopolitical intelligence, market intelligence, global financial crimes, operational risk, and crisis intelligence for clients
- Prepared reports advising U.S. firms and their principals on sanctions and other risk factors stemming from potential commercial engagements in various countries
- Used official tax records and open sources to construct corporate ownership flowcharts for complex cases involving transnational actors operating in low-transparency jurisdictions

Education

Life Time Fitness - Lifepower Program

Yoga Teacher Trainer RYT 200H, Sports and Exercise

YTT RYT 200H

Specialized in: Ashtanga, Yin, Lifepower Flow



Elliott School of International Affairs

Master of Arts - MA, Security Policy Studies

Conflict Analysis & Resolution; Transnational Security

International Capstone Research Grant Recipient: Anti-Human Trafficking Efforts in Colombia



Johns Hopkins Whiting School of Engineering

Master of Engineering - MEng, Computer and Information Systems Security/

Information Assurance ; Data Science

2019 - Present

Completed/In-Progress Coursework:

- Java Programming
- Python Programming
- Foundations of Information Assurance (CISSP-based course)
- Cryptology
- Data Structures & Algorithms (Java & Python)
- Data Visualizations; Statistical Models & Regressions; Optimization
- ML; Advanced ML; Semantic Natural Language Processing; "AI"; Neural Networks
- Big Data Processing (Hadoop); Large Scale dB Processing

FURTHER COURSES & CAPSTONE PLANNING IN PROGRESS



Stony Brook University

Bachelor of Arts - BA, Political Science and Government

Honors Degree

Founder & Member, Pi Sigma Alpha Fraternity

Founder, Libertas Political Science Academic Journal

Vice President & Member, Phi Alpha Delta Law Fraternity

Thesis: The ICC-Successes, Failures, Room for Improvement



Stony Brook University

Bachelor of Arts - BA, English Language and Literature, General



The William Esper Studio (Acting)

Acting

Completed the two year actor's program with the following courses:

Acting Technique I, Acting Technique II, Movement I