

Jonathan Penn

Belmont, CA

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RESULTS-ORIENTED CYBERSECURITY STRATEGY & GROWTH LEADER

Personable and dynamic senior-level operating executive with deep experience across the security industry. My approach to driving growth through strategic planning and business development is grounded in deep market research and a highly developed understanding of market dynamics. I am an experienced strategist and BD leader working with C-level executives (CSO, CTO, CEO), the Board, and LoB heads to identify and monitor target areas for innovation, growth, and defense of market position, managing the related processes end-to-end. Prior roles encompassed corporate strategy, business development, innovation, corporate development/M&A, market research, product management and software development. Highly skilled in leveraging expertise in both corporate and technology matters to provide guidance and strategic planning.

I have spoken at major industry conferences, published hundreds of research reports influencing executive decision making of technology vendors and implementers, and been interviewed in numerous trade and business journals on the topics of cybersecurity, privacy, and identity. I currently advise a range of startups spanning security, privacy, networking, and social.

CORE SKILLS

- Corporate Strategy
- Business Development
- Corporate Development / M&A
- Partnerships & Ecosystems
- Security, Identity, Privacy
- Revenue Growth

STRENGTHS

- Deep background in market analysis, with an ability to effectively apply research skills, technical expertise, and strategic thinking to achieve key businesses goals and objectives.
- 15+ years of experience in cybersecurity, identity, and privacy spanning market research and business consulting, to corporate execution through strategic planning and business development.
- Highly skilled in providing strategic business analysis of market opportunities and risks, soliciting executive buy-in, and executing deals.
- Consistent performer able to deliver on large projects while coordinating across a global group of stakeholders, driving projects from initial scoping through final delivery in the various roles of manager, project lead, co-contributor, and an independent producer.
- Clear and effective communicator on complex topics and issues. Proficient at presenting to and collaborating across the organization with executives, boards, and VPs/GMs, PMs and developers.
- Former Forrester VP Analyst and Research Director; industry recognized leader in cybersecurity, identity, and privacy market trends and evolution.
- Led key business development initiatives, from ideation through implementation, with the largest tech companies in the world as well as emerging startups.
- Managed M&A pipeline, from deal sourcing through financial modeling, executive buy-in, deal execution, and target integration.
- Detail oriented organizer and manager with exceptional problem-solving skills, an ability to reach consensus among diverse groups, and talent for working in a cross-functional capacity.
- Track record in establishing partnerships with VC community, academia, and tech startups.
- Structured and led innovation programs driving both new products as well as internal process change.

EXPERIENCE

JPC CONSULTING

2019-Present

Independent Advisor, Consultant, & Investor

- Advising multiple firms in the areas of cybersecurity, privacy, networking, mobile, and social. With my experience as a strategist, Corp Dev professional, partnership manager, market analyst, product manager, and engineer, I guide these companies to achieve their strategic initiatives: from startups honing their product-market fit and acquiring first customers, to companies seeking strategic exits.

MACH37 CYBERSECURITY ACCELERATOR, Tysons, VA

2018-Present

Mentor

- Advising various cybersecurity startups to define market opportunity, refine positioning, build partnerships, go to market, and raise funding. Working closely with CEO, CTO, and CRO roles.

PLUG AND PLAY TECH CENTER VENTURE CAPITAL & PRIVATE EQUITY, Sunnyvale, CA

2018-2021

Mentor - Cybersecurity Startup Program

- Advising various cybersecurity startups to define market opportunity, refine positioning, build partnerships, go to market, and raise funding. Working closely with CEO, CTO, and CRO roles.

AVAST SOFTWARE, Redwood City, CA

2011 - 2019

Director of Strategy

Drove the strategy and evolution of the company in the face of significant market disruption and competition, focusing on product portfolio management, user acquisition, and developing new revenue sources. Responsibilities spanned corporate strategy, customer-focused innovation, mergers and acquisitions, business development, market research, and evangelism to customers, partners, the VC community, and academia.

Responsibilities and accomplishments:

- Reporting to C-suite executives, and regularly collaborating with and presenting to Board of Directors.
- Successfully grew company from niche freemium PC antivirus vendor to world's largest provider of consumer and business security solutions, with presence on over 400 million devices.
- Led the market research and analysis driving the strategy program.
- Managed M&A pipeline including deal sourcing, building business rationale and financial modeling, participating in deal execution and managing subsequent integration.
- Forged and managed unique partnerships with the world's largest technology companies, tech incubators/accelerators, and world-class universities.
- Deeply involved from conception to launch in bringing to market new solutions and monetization mechanisms, as well as establishing and maintaining strategic technology and business partnerships.
- M&A transactions includes the \$1.3B acquisition of AVG Technologies. Full list available upon request.
- IPO (AVST, London Exchange) May 2018: largest tech IPO ever on the London Exchange.
- Structured and led innovation programs driving both new products as well as internal process change.
- Led the company's expansion in the area of consumer privacy, smart home, and fraud prevention.
- Boosted company's use of AI from niche back-end support technology to broadly applied and company differentiator, with corresponding growth of AI team in numbers, visibility and scope.
- Tenfold revenue growth during tenure, with four-fold revenue diversification beyond antimalware.
- Spearheaded the introduction of several new products across ideation, product management, strategic partnerships, and go to market.

FORRESTER RESEARCH (via acquiring Giga Information Group in 2003), San Francisco, CA

1999 - 2011

Vice President and Research Director

Delivered pragmatic and forward-thinking advice to global leaders in business and technology. Conducted primary research and authored reports exploring the technical and competitive trends in both cybersecurity and consumer computing. Consulted at strategic planning and tactical levels to businesses and public sector organizations.

- Defined the research and consulting practices for cybersecurity, risk, and privacy.

- Individual contributor as expert analyst and consultant in identity management, endpoint security, consumer security and privacy, and overall cybersecurity market trends.
- P&L responsibility for managing a global team of analysts, researchers, and CxO advisors.
- Supported marketing and sales with various structured go-to-market programs.
- Designed and led conferences across the US and Europe for Forrester clients.
- Drove growth across all key metrics: profitability, subscribership, client satisfaction.

ADDITIONAL RELEVANT EXPERIENCE

FERRIS RESEARCH, San Francisco, CA

Research Analyst

Director-level position focused on defining and delivering research and consulting services.

- Managed research agenda and deliverables in messaging, collaboration, and security.
- Consulted to senior management across tech vendors, and to IT organizations in Fortune 1000 companies and the government sector.

FWB, INC., Menlo Park, CA

Product Manager and Senior Software Engineer

- Principal Architect, Project Manager, and developer for all Microsoft platforms. Expanded company portfolio from Apple/Mac to Windows PC.
- Developed first RAID driver for Windows 95/NT (software implementation, RAID 1 / RAID 5).
- Hired and managed a 10-member team, including development, Q/A, and marketing.
- Developed product specifications and 3-year roadmaps with CMO, CEO, and CTO.

EDUCATION

Master of Science in Computer Science
STANFORD UNIVERSITY, Stanford, CA

Bachelor of Arts in Mathematics
UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA