

Gus A. Maldonado

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Director, Product Management / Principal Product Manager

Expertise in all phases of On-Premise / Cloud / Hybrid security product development across SIEM, secure IAM, encryption, filtering, messaging, and VPN capabilities

PROFILE OF KEY STRENGTHS

- Excels at product innovation through applying disciplined approaches to assess and pursue new opportunities; synthesizes deep understanding of technological capabilities, target markets, and industry competition, and focuses on creating maximum value for the company, its partners, and its customers.
 - Balances strategic leadership with technical aptitude, tactical excellence, business acumen, market insight, and customer focus; leadership style is articulate, informed, astute, persuasive, analytical, responsive, perceptive, optimistic.
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PROFESSIONAL EXPERIENCE

Salesforce Inc. - San Francisco, CA

2020 - Present

Sr. Product Manager - Data Security

Responsible for: Defining and driving strategy for the Key Management and HSM services, including all core platform functionality, across the entire Salesforce cloud family. Matrix managed the development efforts across 11 reports. Reported to the Vice President, Product Management.

Leadership

- Managed the Key Management service for Salesforce cloud structure worldwide; defined the strategy, product requirements, roadmap, and user experience as we simultaneously executed an Agile environment.

Technology Development to Address New Market Opportunities

- Directed the research, strategy, and early implementation of the Salesforce Post-Quantum Cryptography solution.
- Directed the research, strategy, and implementation of the Salesforce BYOH(HSM) solution for use across the Salesforce cloud structure

AT&T Cybersecurity (AlienVault until acquired by AT&T) - San Mateo, CA

2018 - 2020

Sr. Product Manager - USM Anywhere Platform & AlienApps

Responsible for: Defining and driving development for the flagship platform (USM Anywhere) backend and core functionality, all technology partner integrations (AlienApps, plugins), and driving the Agile Transformation process across the entire development organization. Matrix managed activities of 16 reports. Reported to Vice President, Product Management.

Leadership

- Managed USM Anywhere SIEM solution and AlienApps integrations for Enterprise and SMBs worldwide; defined the strategy, product requirements, roadmap, and user experience as we simultaneously implemented an Agile environment.

SonicWall - Santa Clara, CA

2016 - 2018

Product Line Manager - Email Security & MSW (My SonicWALL) Portal

Responsible for: Assuming responsibility (and P&L) for email security functionality and integrating PM, reseller partner, and customer input and feedback. Matrix managed activities of 15 reports. Reported to Sr. Director, Product Management.

Leadership

- Managed Email Security On-Prem, Software/VM, and Hosted Cloud-based email solutions for SMBs and Enterprise worldwide (EMEA, Americas); defined strategy, product requirements, roadmap, and user experience leveraging Agile.

Intuit - Menlo Park, CA

2014 - 2015

Sr. Product Manager – Enterprise IAM (Identity & Access Management)

Responsible for: Defining this new position managing all internal enterprise identity issues (verifying security controls for ~8000 employees). Matrix managed 11 direct reports. Reported to VP, IT Operations.

Identity & Access Management Technologies

- Managed the internal Enterprise IAM functionality definition, prioritization, roadmap, and backlog; established and implemented a new vision. *[With initially 46 units in the queue (est. 9 months each); within 4 months, adopted a steady release cadence to efficiently address the backlog, and the team maintained a 24-month product roadmap.]*

PayPal - San Jose, CA

2009 - 2014

Product Manager, Consumer Security

Responsible for (with CSO Sponsorship): Defining this new position managing all customer-facing advanced security initiatives. Managed 2 direct / matrix managed 8 indirect reports. Reported to CSO/Chief Security Officer, and the Director, Product Management.

Leadership

- Defined product strategy and developed a 24-month roadmap implementing products and functionality that would eradicate hacker access; managed delivery of web-based application security features and provided cutting-edge authentication experiences through products that securely connected customers to their accounts on both desktop and mobile devices. *[Evangelized these through the organization.]*

New Technology Development

- *Interactive CAPTCHA Development:* Created a new image-based technology for added security during system access; defined the requirements for a CAPTCHA-based technology that utilized user-driven manipulation of components (that could not be emulated automatically), researched image manipulation (moving and rotation), and drove the project from concept through creation and usability analysis. *[U.S. Patent# [20170316200](#).]*

Education

Master's Degree in Business Administration - Santa Clara University (Santa Clara, CA) 1998

B.S. Aeronautics, School of Engineering - San Jose State University (San Jose, CA) 1990

Professional Certifications & Patents

- Practical Product Management Certification - Pragmatic Marketing®
- U.S. Patent #10,114,942: Interactive CAPTCHA (June 2011)

Volunteering

Member of the Board: at San Andreas Regional Center, a non-profit that provides services and advocacy for individuals with developmental disabilities