

# JOY RANDELS

## BOARD DIRECTOR / C- SUITE ADVISOR / CYBERSECURITY & DIGITAL TRANSFORMATION LEADER

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Experienced, results-driven board member with public, private, and nonprofit board leadership. Skillful in best practices for digital transformation, risk, privacy and cybersecurity. Former C-suite executive responsible for \$2B P&L. Highly accomplished entrepreneur and CEO who leverages insights gained taking nine companies from idea to acquisition for \$45M to \$1.4B. Adept at supporting strategic growth organically and through M&A, including leading seventeen successful acquisitions. Internationally recognized technology leader for building omnichannel strategies while advancing emerging technologies into market-defining solutions. Versatile contributor able to influence and manage expectations at all levels with credibility derived from quickly analyzing business drivers and key performance indicators to formulate “win-win” outcomes.

### *Board Competencies*

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Forging Strategic Alliances & JVs  
Leadership & Communications  
Turnaround Specialist

Digital / Technology Transformation  
IPOs, M&A, Restructuring  
Communication & Consensus Building

Multi National Business Development  
Defense Industrial Base  
Governance, Risk & Compliance

### *Fiduciary Board Experience*

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#### **Unpack'd Technologies, Inc. dba Say Allo, Inc., Denver, CO**

2016-Present

Independent Board Member – The first dating app to offer “video first dates” to prevent catfishing and take a female first approach while leveraging a comprehensive psychological profile focused on users over the age of 30.

- Worked closely with Founder/CEO to secure early funding for development, define beachhead growth opportunities to make achieve sustainability.
- Established DEI committee and assisted led recruitment of additional board members.

#### **The Pocket Network, Inc., Tampa, FL**

2017-Present

Independent Board Member – Developer of a decentralized infrastructure designed to simplify the creation of blockchain applications. Allows developers to connect their application to any blockchain by pointing it to a node that coordinates requests across the protocol saving time and money while integrating and implementing blockchain technology.

- ESG committee

#### **Technova Florida, Inc., Tampa, FL (501c3 Nonprofit)**

2014-Present

Board Chair & Independent Board Member – Nonprofit 501c3 educational organization is dedicated to growing the Florida tech community through education events designed for current and aspiring technology professionals.

#### **The Prowess Group, Inc. Bradenton, FL**

2006-Present

CEO & Board Chair – Professional services firm assisting CEOs and management teams scale and exit their companies at the highest valuation. \$50M subsidiary is focused on investing in companies led by underserved founders of high growth technology businesses.

#### **The Undercroft, Inc., Tampa, FL**

2018-2021

Board Chair & Independent Board Member – Cybersecurity training organization supporting public and private markets.

- Initiation and oversight of crisis-response and business continuity planning committee resulting in successful operations during COVID-19 pandemic.
- Led efforts for founder/CEO succession and transition.

#### **DeepView, Ltd., London, United Kingdom (venture funded)**

2017-2020

Independent Board Member – Social media monitoring software automating management of corporate cybersecurity concerns on social media channels using machine-learning algorithms for real-time identification and alerting of compliance breaches based on images, videos and text from social media to mitigate reputational and regulatory risk of employees on their personal social media.

- Chaired governance committee leading efforts establishing U.S. operations corporate structures and venture capital fundraising.

#### **Citizeninvestor, Tampa, FL – acquired by Private Equity**

2015-2018

Vice Chairman – Three time GovTech Award winning civic crowdfunding software platform focused on a for profit, for good approach to funding citizen backed initiatives in their local communities.

- Led committee overseeing new company go-to-market strategy resulting in company acquisition by Private Equity firm.

- Partpic, Inc, Atlanta, GA** 2014-2016  
Independent Board Member – Technology company for locating industrial parts by applying computer vision technology to identify, locate, and purchase them instantly. Amazon acquired Partpic in 2016.
- Worked with founders to access capital and efficiently scale operations to minimize burn rate in the venture backed company.
- ISC8, Inc. (OTCBB: ISCI), Costa Mesa, CA** 2011-2014  
Vice President & Executive Board Member – Cybersecurity software and appliance manufacturer specializing in secure transmission and zero-day breach prevention and detection.
- Worked with private equity investors and CEO to relocate operations to Dallas, hire appropriate team members, and develop a cohesive go-to-market strategy in under than 12 months.
- Irvine Sensors Corporation, Los Angeles, CA (NASDAQ:IRSN)** 2010-2012  
Independent Board Member – Defense contractor developing technologies for classified U.S. Government programs and adaptation of that technology to commercial markets.
- Led turnaround efforts overhauling board membership working with the CEO to restructure operations, divesting thermal imaging division, spinning off cybersecurity products and taking the company private.
- Applied G2, Bradenton, FL** *acquired by Private Equity* 2008-2017  
CEO & Executive Board Member  
 Cybersecurity firm providing trusted advisory services in cybersecurity, physical security, risk, compliance, cyber breach response, and digital forensics to the Fortune 1000 and Global 2000.
- Velocitude, Inc, Fort Lauderdale, FL** *acquired by Akamai Technologies* (NASDAQ: AKAM) 2008-2010  
Cofounder & Executive Board Member – Worlds first mobile content delivery platform. Serving F1000 and IR500 with primary focus including fully PCI compliant mobile commerce. .
- Established and grew universal mobile platform from idea to acquisition by Akamai Technologies in less than two years.
- Clearcube Technologies, Austin, TX** - *acquired by Paladin Capital Inc.* 2006 – 2008  
SVP Worldwide Field Operations & Chief Marketing Officer, Executive Board Member – Brought on board to turn around declining revenues and move company from hardware vendor to a solutions company. P&L for all client facing roles worldwide including 180 employees in 13 offices around the world. Set go-to-market strategy and execution of all marketing initiatives, analyst and media relations.
- Reconstructed sales model from direct to 100% channel and built revenue generating professional services organization moving the organization from six consecutive downward quarterly losses to breakeven in ninety days and cash flow positive in ten months.
- Business Layers, Inc., Rochelle Park, NJ** - *acquired by Netegrity and subsequently by CA, Inc.* (NASDAQ:CA) 2000 - 2003  
Vice President & Executive Board Member – Developer of the first IAM (Identity and Access Management) software. Created strategic plan executing global expansion with \$60M operating budget and complete P&L responsibility. Led global client facing operations across functional teams of 200+ including sales, education, professional services and technical support.
- Built sales infrastructure, realigned global territories based on potential, rowing company from three to 20 Global 1000 clients, ramping 10 member sales/support organizations to 42 in nine months simultaneously driving world-wide revenue increase of \$26M.
- Cheyenne Software Incorporated, Garden City, NY (NYSE:CYE)** – *acquired by CA, Inc.* (NASDAQ:CA) 1992 - 1996  
Senior Vice President & Executive Board Member – Data protection software and services that combine enterprise-grade capabilities with the simplicity required by small and overstretched IT teams, enabling mid-market, SMB and enterprises. Software products include data backup and recovery, anti-malware, network monitoring and digital facsimile.

### ***Advisory Board Experience (Compensated)***

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- Metrotech Networks, Atlanta, GA** 2016-2020  
 Venture backed software-analytics company, focused on the intersection of the Smarter City and Connected Car/Autonomous Vehicles.
- BurstIQ, Inc., Colorado Springs, CO** 2016-2019  
 Enterprise healthcare blockchain data platform designed to transact through a network of marketplaces for personalized products and services. HIPAA-compliant platform that seamlessly leverages blockchain, advanced security, and machine intelligence.
- Crimson Resolve, Tampa, FL & Atlanta, GA** 2019-2023  
**Full Harvest, San Francisco, CA** 2018-2022  
**Risk Neutral, Sarasota, FL** 2018-2021  
**Venutize, Inc., Tampa, FL** 2017-2020

NoMo Bands, Tampa, FL	2016-2021
Seven Senses Labs, Ltd., Singapore	2016-2019
WebTalk, Inc. St. Petersburg, FL	2015-2018
BioscanR, Inc., Sarasota, FL	2014-2016
Phonism, Inc., Tampa, FL	2012-2015

### ***Corporate Management Experience:***

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<b>Prowess Group</b> – Founder & CEO	2019-Present
<b>New Market Partners</b> – Founder & Board Chair	2006-Present
<b>ISC8 (NASDAQ:ISCI)</b> – Executive Vice President Worldwide Operations, CISO	2011-2013
<b>Akamai Technologies, Inc. (NASDAQ: AKAM)</b> – Global Head of Mobile Technologies	2010-2011
<b>Velocitude</b> – Co-founder & Executive Vice President, CISO	2009-2010
<b>Clearcube Technologies</b> – SVP, Worldwide Field Operations & Chief Marketing Officer	2006-2009
<b>Highwall Technologies, Inc.</b> – Co-founder & COO	2004-2005
<b>Business Layers, Inc.</b> – Co-founder & Executive Vice President of Global Sales & Marketing	2000-2004
<b>CA, Inc. (NASDAQ:CA)</b> – Vice President of eTrust Division, Vice President Global Channel Sales	1996-2000
<b>Cheyenne Software (NYSE:CYE)</b> – Founding Partner & Vice President Global Sales	1992-1996

### ***Awards & Recognitions:***

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- Florida 500 Honoree 2019 - 2023
- Top 50 Women in Cybersecurity 2023
- Top 100 Women to Know 2023
- Top 50 Women in Tech 2022
- Top 25 People to Watch in Tampa Bay 2013-2022
- Top 100 in Tampa Bay 2018-2022
- Business Woman of the Year 2015, 2019
- Executive Women's Forum Leadership Award 2019
- Community Choice for Technology Leadership 2018
- Woman of the Year – SRQ 2014, 2023
- Women's Leadership Circle 2014 - 2022
- Top 10 to People of Impact Biz941 Magazine 2014
- Tampa Tribune 10 People to Watch 2015, 2018, 2021
- Florida Technology Leader of the Year 2016, 2020
- Women's Security Council Woman of the Year 2016
- VAR Business Channel Program of the Year, 2X
- CRN Top Women in Tech, 5 time award winner
- E&Y Entrepreneur of the Year Finalist 2018

### ***Professional Organizations & Committees:***

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National Association of Corporate Directors	UN Women
Private Directors Association	Exit Planning Institute
Digital Director Network	AM&AA – Alliance of Merger & Acquisition Advisors
International Women's Forum	ISACA® - Information Systems Audit and Control Association
World Economic Forum	ISC2 - International Information System Security Certification

### ***Education and Professional Certifications:***

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**Board & Governance Certifications:** Wharton Certificate in Board Governance, University of South Florida Diversity, Equity, and Inclusion Certificate, Gulf Coast Board Institute Nonprofit Leadership

**Behavioral Assessment Methodologies Practitioner Certifications:** Meyers Briggs, DISC

**Technology Industry Certifications:** CISM, CIPP, CWSP, CWNE, GLEG, PCIP, MMP, MCSE, ECNE, ACE

**Sales Trainer Certifications:** TAS /Target Account Selling, CHAMP/Channel & Alliance Management, SPIN Selling, Customer Centric Selling, and PartnerSell

**Government Security Clearance** – United States Government, Top Secret Security Clearance

**Compliance Proficiencies:** PCI DSS, ISO 17799, 27001, 27002 , SOX, GLBA, HIPAA, FINRA, ITAR, FERC

**Business Administration** – University of Georgia

**Emory University, Goizueta School of Business** – CIO Academy

**Harvard Business School** – Advanced Management Program

**Massachusetts Institute of Technology** – Entrepreneurship Development Program, Advanced Executive Management Program