RUBY RYAN

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Product-minded technologist with 2+ years in enterprise technology, translating CIO, CTO, and CISO problems into solutions.

PROFESSIONAL EXPERIENCE

Sunipro, LLC, Dallas, TX — Oct 2026 – Present
Associate (Contract)

- Synthesize feedback from SMB customers and prospects on CyberSights, a cybersecurity risk-monitoring SaaS platform, into insights for the product team
- Represent CyberSights to SMB security buyers at Dallas-area industry conferences, expanding the company's local market presence
- Monitor feature releases and customer implementations to understand how product decisions land with users

vCISO Services (via Extern), Remote — Sep 2026 – Nov 2026
Security Risk Assessment Extern

- Conduct a security risk assessment of a client's Claims Intake service, from asset inventory and reconnaissance to vulnerability triage
- Score the organization against NIST CSF 2.0 and prioritize the highest-risk gaps in an executive briefing for senior leadership

Beats by Dre (via Extern), Remote — Jul 2026 – Oct 2026
Consumer Insights Extern

- Identified the top drivers of wireless speaker purchases by analyzing consumer survey data with research frameworks and AI tools
- Improved research validity by eliminating bias in a draft consumer survey through 10 targeted recommendations
- Mapped the customer journey (AIDA) and translated pain points into product and marketing recommendations; earned the Extern Completion Award

Gartner, Dallas, TX — Mar 2025 – Nov 2025
Account Executive, Midsize Enterprise

- Retained 100% of accounts and grew revenue by $33K
- Ran discovery with CIOs, CTOs, and CISOs at 5 midsize enterprises to uncover their top technology priorities and match each to the right solution

CrossRoads Technologies Consulting Group, Mesa, AZ — May 2023 – Mar 2025
Territory Manager of the West (2024 – 2025)
Account Executive (2023 – 2024)

- Evaluated competing solutions and vendors against each client's requirements, budget, and fit, then negotiated pricing and terms on their behalf
- Owned client technology implementations end to end, from discovery and requirements through delivery
- Led a team of sub-agents across California, coaching them on discovery and client relationships to hit sales quotas

PROJECTS

Spotify Streaming Velocity Analysis · GitHub — Jul 2026

- Defined a new success metric (Streams per Year) for Spotify's top 500 artists, showing Bad Bunny's lead over Johnny Cash grows from ~17x on total streams to ~92x on velocity
- Validated 500 records, flagged a data-source flaw affecting 79% of artists, and built a formula-driven Excel KPI dashboard

Full portfolio: extern.com/portfolios/ruby-ryan

EDUCATION

Western Governors University — Expected Dec 2027
Accelerated B.S. Information Technology + M.S. IT Product Management

- Member, Women in CyberSecurity (WiCyS) Dallas Chapter and WiCyS Mentorship Program

SKILLS & OTHER

Product: Customer discovery, user research, survey design, requirements gathering, prioritization, journey mapping, competitive analysis, KPI design, Agile

Technical & Tools: SaaS, NIST CSF 2.0, ITIL 4, Linux, SQL, Excel (advanced formulas, dashboards), GitHub, generative AI tools

Certifications: ITIL 4 Foundation, CompTIA A+, LPI Linux Essentials; in progress: PMI CAPM, Scrum Alliance CAL1, CompTIA Network+, Security+, Cloud+, AWS Cloud Practitioner