

# TYSON A. MARTIN

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## PROFESSIONAL EXPERIENCE

### Principal CISO & CIO

[Amazon Web Services](#) 08/2021 - Present

#### Accomplishments:

The largest and most strategic companies on earth find it challenging to create secure technology strategies that match their organizational culture and supercharge their businesses. My job at AWS is to build relationships with executive leadership teams and boards to guide them through the creation of technology strategies that leverage the powers of their teams, amplify their technological investments, and maximize the cloud. As a result these companies end up with business-aligned technology strategies which allow them to realize breakthrough business results at a planetary scale.

#### Responsibilities

- Use learnings gathered from customer interactions to influence AWS product teams and AWS services evolution.
- Build new AWS services that simplify the use of other AWS services to close gaps in current portfolio.
- Act as a technology visionary for organizations in any vertical and identify organizational needs in order to map these needs to people, processes, and technology.
- Connect at all level within an organization in order to inspire people about powerful new strategies.
- Usher strategies from inception to measurably successful completion.
- Maximize the value of technology to all parts of an organization and to its customers.

### CISO & Head of Technology Strategy

[LL Flooring](#) 03/2019 - 08/2021 Virginia

#### Accomplishments:

Lumber Liquidators was looking for their first CISO, and they reached out to me. Cybersecurity was not aligned with organizational goals. I developed a new, repeatable, business goal-centric cybersecurity program that solved business pain points. This resulted in improved cultural adoption, overall program satisfaction, and it increased the success rate of organizational projects. As a builder of partnerships and a solver of problems, I was promoted to lead in a dual CISO & CIO role. Today these teams have a symbiotic relationship with aligned goals.

#### Responsibilities:

- Set a clear vision, strategy and measurable goals for a holistic technology program.
- Partner with executive leadership to align technology program with organizational mission and vision.
- Develop a technology team and culture that is great at identifying solutions to business challenges.
- Continuously iterate to enhance and improve organizational capabilities.
- Maintain all regulatory and industry security compliance.
- Report to executive leadership and Board of Directors on topics of technology, digital transformation & cybersecurity.
- Utilize interpersonal skills, tact, and diplomacy, strong collaboration skills with peers and colleagues to accomplish amazing things.
- Build a team that loves to work together and accomplishes cool things.

## SUMMARY

I am a master craftsman of business-enabling technology strategies that cultivate partnerships, minimize risk, increase agility, retain trust, and help organization accomplish their goals.

## BOARD AND PROJECT INVOLVEMENT

### National Retail Federation - IT Security Council Executive Committee Member

06/2015 - Present

### National Retail Federation - CIO Council Member

06/2015 - Present

### National Association of Corporate Directors Member

02/2021 - Present

### PCI Council Taskforce Member

01/2016 - Present

### Norwich University Advisory Board Member

04/2018 - 01/2023

### ISC2 RVA President

11/2019 - 07/2023

### NIST Multi-Factor Authentication For E-Commerce Project Contributor

01/2016 - 07/2019

## CERTIFICATIONS & EDUCATION

- ✓ CISO Executive Program (Carnegie Mellon University)
- ✓ CISSP (ISC2)
- ✓ C|CISO, CEH & LPT (EC-Council)
- ✓ CISM & CRISC (ISACA)
- ✓ PCIP & ISA (PCI Council)
- ✓ Security+ (CompTIA)
- ✓ NACD Directorship Certification

## LANGUAGES

English	Native
Swedish	Fluent

## TOOLS & TECHNOLOGIES

### Cloud Platform Strategy

(AWS, GCP, Azure, PaaS, IaaS & SaaS)

PROFESSIONAL EXPERIENCE

CISO & Head of Technology Strategy

Orvis 04/2015 - 04/2019 Vermont www.orvis.com  
Speciality fly fishing, hunting, and sporting goods retailer that has been using innovation to connect people with the outdoors since 1856.

Accomplishments:  
In over 150 years the Orvis footprint has grown slowly. To help grow the Orvis brand, I lead a digital transformation that has brought the Orvis brand into millions of more homes and increased online revenue to 80% of total sales. An Orvis guide or retails store cannot be in every town but the Orvis experience can now adapt and be shared both in person and remotely.

- Responsibilities:
- Collaboratively drive results (strong executive presence).
  - Set vision, strategy and measurable goals for technology & cybersecurity program.
  - Align a secure technology program with mission and vision.
  - Design technology systems that improve employee and customer experiences.
  - Report to the Board of Directors on technology & cybersecurity.
  - Maintain regulatory and industry security compliance.

Chief Information Security Officer

PokerStars & Resorts Casino Hotel 04/2014 - 04/2015 New Jersey  
https://www.pokerstars.com | https://www.resortscasino.com/

Accomplishments:  
The State of New Jersey legalized online gambling but PokerStars did not have someone to build and secure this regulated platform for them. PokerStars reached out to me to guide them through this task. In one year I built a secure, efficient, profitable, and compliant platform that has been a top-performing online gaming platform in New Jersey for over 5 years.

- Responsibilities:
- Architect, and lead the implementation of the world's largest online poker platform which has been officially licensed in New Jersey.
  - Develop a strategic relationship with state gaming enforcement leadership.
  - Create a framework for roles and responsibilities with regard to information ownership, classification, accountability and protection of information assets.
  - Develop, implement and monitor a strategic, comprehensive information security program.
  - Create and manage a targeted information security awareness training program and establish metrics to measure the effectiveness of this security training program.

Cybersecurity Architect

The Home Depot 06/2013 - 04/2014 Georgia

Humanitarian Service

The Church of Jesus Christ of Later-day Saints 08/2002 - 08/2004 Sweden

Evolving Technology & Cybersecurity Leader

Staples, Geek Squad, Best Buy, and other organizations  
04/1993 - 06/2013

TOOLS & TECHNOLOGIES

Containerization, Virtualization & Serverless  
Data Protection, Privacy, Backup & Recovery  
Automation, Shift Left Security & CICD Pipelines  
Web Application Firewall, CDN & DDoS Protection  
Remote Work, VPN & ZTNA  
Static Application Security Testing

TECHNOLOGY, CYBERSECURITY & BUSINESS APPROACHES

Vision Alignment		Servant Leadership	
Team Building		Program Creation	
Capacity Planning		Breach Response	
Board Reporting		Digital Transformation	
Cybersecurity Frameworks			
Ransomware Protection		Remote Work	
Strategy	CIS	Pentesting	
Tabletops		SDLC	Program Oversight
BCP	KPIs	GDPR	CCPA
Data Protection		Strategic Planning	
DevSecOps		Audit	
Vendor Management		Governance	
Mentoring		Risk Management	
Compliance		Payment Security	
HIPAA	Data Privacy		
Business Enabler		Resource Planning	
Cultural Change		Team Development	
Partnerships		Awareness & Training	
Communication		Risk Assessment	
Data Security		UX/UI/CX	
Red & Blue Teaming		Collaboration	
GRC	SOX	Budgeting	
Emerging Technologies			
Incident Response			