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CyberRisk Alliance Names David Kaye Chief Revenue Officer

Accomplished media executive to lead integrated sales across the CRA portfolio

New York, NY, July 16, 2020 – [CyberRisk Alliance \(CRA\)](#), today announced the appointment of David Kaye as Chief Revenue Officer, a new enterprise-wide position at the growing cybersecurity information services company. Kaye's role will be to build a high-performing team and structure and to align the company's unified portfolio with the needs of brands serving the rapidly evolving cybersecurity market.

Kaye is highly experienced at building teams and driving growth from integrated customer solutions. He joins CRA from Future PLC, a global media company focused on the consumer, entertainment and special interest media sectors, where he was most recently VP Sales East with responsibility for the tech and gaming products portfolio. Kaye has also held leadership roles at Informa and Xaxis, Group M's programmatic media arm. For 10 years, Kaye worked at The Economist, rising to Chief Revenue Officer and Global Managing Director (Americas), where he managed cross functional teams to deliver innovative solutions through digital advertising, events, research and content marketing.

Kaye's appointment marks another milestone for CRA and accelerates the company's evolution into an integrated provider of business intelligence solutions to the cybersecurity community. As Chief Revenue Officer, Kaye will be charged with expanding the sales organization, launching new products and customer solutions, and leveraging the company's unique scale across platforms and brands to drive revenue growth. Kaye will report to CRA President, John Whelan.

"CRA is on an ambitious growth trajectory," said Whelan, "and our lineup of content, event, digital media and peer collaboration properties offer exciting opportunities to companies serving the cybersecurity industry. Dave has been a creative and successful sales executive and will be a great asset to help our clients tap the power of the CRA portfolio."

Kaye commented on the new position, "I've always been energized working in fast-changing segments of the media terrain such as programmatic, ad tech and digital. CRA brings together an exciting range of marketing solutions for clients, in a highly dynamic sector. Plus, the opportunity to join the formidable team of people CRA has assembled is a unique one."

About CyberRisk Alliance

CyberRisk Alliance (CRA) is a business intelligence company serving the cybersecurity community. Our mission is to provide the knowledge and insight needed to navigate today's complex security landscape, and to support and empower the industry's leaders. Our trusted information leverages a unique network of journalists, analysts and influencers, policymakers and practitioners, and is delivered through events, research, media, and virtual learning. Our brands include SC Media and InfoSec World, our research unit CRA Intelligence, as well as the peer-to-peer CISO networks Cybersecurity Collaborative and Cybersecurity Collaboration Forum. More information is available at [CyberRiskAlliance.com](https://www.CyberRiskAlliance.com).

