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CyberRisk Alliance Introduces CRA Business Intelligence Unit

New business provides powerful data and insights to subscribers and marketing clients

New York, NY, August 13, 2020 -- [CyberRisk Alliance \(CRA\)](#) today announced the launch of a full-service cybersecurity market research capability. The new business's mission is twofold: to provide the cybersecurity community with consistent deep analysis and actionable insights about its most important concerns and to enable solution marketers to understand target constituencies and develop related strategies.

The launch of CRA Business Intelligence advances CRA's strategy to serve the high-growth, cybersecurity marketplace through a diversified portfolio of services that inform, educate, build community and enable commerce. Drawing on CRA's deep subject-matter expertise and large, engaged community of professionals, CRA Business Intelligence debuts as cybersecurity professionals are increasingly seeking new perspective on their rapidly evolving discipline and marketplace.

The unit soft-launched this spring, following the recruitment of Dana Jackson as VP, Research. Most recently VP of Research at Level and before that at Arizent, Jackson brought an extensive background in market research for businesses, specializing in IT, financial services, healthcare, and other sectors.

"The debut of CRA Business Intelligence is a milestone moment for CRA, further expanding our suite of products and capabilities," said CRA Chief Content Officer, David Longobardi. "With Dana Jackson working alongside CRA's unique-in-the-industry team of subject-matter experts and content professionals, CRA is better armed than ever before to inform, enlighten and innovate."

Unlike many industry providers, whose research rests on anecdotal information and publicly available data, CRA Business Intelligence is rooted in exclusive primary market research — in which the sentiments and intentions of CRA's qualified community are captured at scale to yield projectable, actionable insights.

Later this year, the company will introduce a flagship research report series for subscribers and members that offers in-depth perspective on the challenges they confront, enabling them to benchmark their decision-making against peers. The company will also roll out a powerful new product

suite for its marketing partners, spanning strategic marketing capabilities, content development, and brand engagement through business activity indexes, interactive tools and assessments, and more.

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, 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).

