



For Immediate Release

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Matt Alderman Tapped to Lead Integrated Marketing Solutions Business

Accomplished security executive leading product innovation efforts at CRA

New York, NY, March 28, 2022 – [CyberRisk Alliance](#) (“CRA”), a fast-growing business intelligence company serving the cybersecurity community, has named Matt Alderman Executive Vice President, Foresight, the data-driven media and marketing solutions group at CRA.

Alderman will spearhead business and product development across the CRA portfolio, and launch a suite of integrated marketing solutions that fully utilize CRA’s multi-channel marketing capabilities across digital media, research, content marketing, and events (digital and in-person). Alderman will leverage CRA’s portfolio of leading cybersecurity brands to deliver innovative solutions, including SC Media, SecurityWeekly, InfoSec World, Cybersecurity Collaboration Forum, CRA Business Intelligence, Identiverse, ChannelE2E and MSSP Alert.

Alderman has more than 25 years of experience as a information security, compliance, and risk management professional. He was previously the CEO of SecurityWeekly, which was acquired by CyberRisk Alliance in September 2020, and prior to SecurityWeekly, he served as Chief Strategy & Marketing Officer at Layered Insight, which was acquired by Qualys in October 2018. He is also the former Vice President of Strategy at Tenable.

“Matt is a highly experienced and creative marketing executive with a deep understanding of cybersecurity market trends and a track record helping clients and strategic partners to effectively align with market need and opportunity. Since joining our organization Matt has made a significant

contribution to our rapid growth at CRA and he will now have a larger platform to understand our customer needs and translate them into integrated programs that deliver impressive results and ROI," commented John Whelan, President at CRA.

"I'm delighted to step into this new role at CRA," says Matt Alderman. "We're living through an incredibly dynamic period in cybersecurity, as the industry rapidly expands, matures and diversifies. I'm truly excited to apply my passion for the industry and marketing experience to help our clients understand and navigate market trends and translate data-driven insight into actionable, omnichannel programs."

About CyberRisk Alliance

CyberRisk Alliance (CRA) is a business intelligence company serving the high growth, rapidly evolving cybersecurity community with a diversified portfolio of services that inform, educate, build community, and inspire an efficient marketplace. Our trusted information leverages a unique network of journalists, analysts and influencers, policymakers, and practitioners. CRA's brands include SC Media, SecurityWeekly, InfoSec World, Cybersecurity Collaboration Forum, our research unit CRA Business Intelligence, the peer-to-peer CISO membership network, Cybersecurity Collaborative, and now, Identiverse, ChannelE2E and MSSP Alert. [Click here to learn more.](#)

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