

# Anders Stadum

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## Experience:

### LEVIATHAN SECURITY GROUP – Technical Program Manager

May 2016 - Current

*Leviathan is an internationally respected risk management and information security consulting, training, and research company.*

- Led a technical services team of 15 security engineers and revamped engagement processes, implementing a phased approach to planning and preparation, execution, and delivery.
- Defined KPIs for client market segments allowing consultants to focus on highest impact areas, reducing reporting time and increasing customer satisfaction by 65%.
- Designed a resource scheduling methodology to effectively staff projects and reduce consultant burnout.
- Co-authored and edited hundreds of technical security documents and presentations outlining potential exposure and business impact, application vulnerability trends, and process recommendations to operationalize future security programs.
- Defined project requirements to align with ambiguous customer objectives and drive security program initiatives.
- Performed threat modeling to identify high risk areas in software, hardware, and networking products resulting in novel security test plans to guide security consultants in discovering vulnerabilities.
- Gathered requirements and led implementation of nearly all internal and external products such as internal ERP systems, API security test harness suites, and an exploit detection product.
- Led project to redesign website and developed new data-driven approach, leading to a 55% increase in cold leads and a 23% increase in quality hires.

### PALO ALTO SOFTWARE – Digital Marketing Product Manager

March 2015 - May 2016

*The makers of the #1 business planning and tracking software, LivePlan.*

- Led an engineering team of four web developers and redefined the software development lifecycle, transferred the backlog from Trello to Jira, and steered communication away from our engineers to me, where I acted as a technical proxy between engineering, marketing, and business development resulting in a 30% sprint velocity increase and reducing the MTTR by an order of magnitude.
- Responsible for creating, managing, and implementing conversation rate optimization strategy through A/B and multivariate tests leading to a 43% Y/Y conversation rate growth.
- Assisted in managing paid marketing by performing analysis on conversion funnels, creating and testing hypotheses on paid advertisements, and managing relationships and providing direction to external ad agencies.
- Led data study to correlate highest LTV customers with industry, fueling targeted advertising campaigns and a 22% increase in targeted customer acquisition.
- Partnered with customer service teams to collect and collate data to triage feature development and increase value propositions for liveplan.com
- Launched an SEO roadmap for bplans.com, focusing on concepts to encourage organic growth such as site speed, trending content, and security as well as implemented process to enforce SEO workflow on new content.

## Education:

### UNIVERSITY OF OREGON – Bachelor of Computer Science - Eugene, OR

Fall 2011 – Spring 2015

*Specializations in information security and product management.*

- **Security Club:** Oversaw the coordination and communication between club leadership, faculty sponsors, and industry professionals from Fall 13' – Spring 15'.
- **Personyfi Mobile App:** Co-authored an Android app that lets users to send a bundle of personalized text messages without group chat. In process of transferring Android application to Flutter for cross platform compatibility. November 15' – Current.
- **LiveIn Mobile App:** Authored an Android application to enables college students to gamify chore delegation in shared living spaces.

## Additional Information:

- Programming languages: Python, Ruby on Rails, Java, C++, MySQL, Apache Cordova
- Interests: Adventure trips (Mid-winter ice baths in Alaska), board sports, community engagement and volunteering