

White Paper

# Persona-Driven Identity

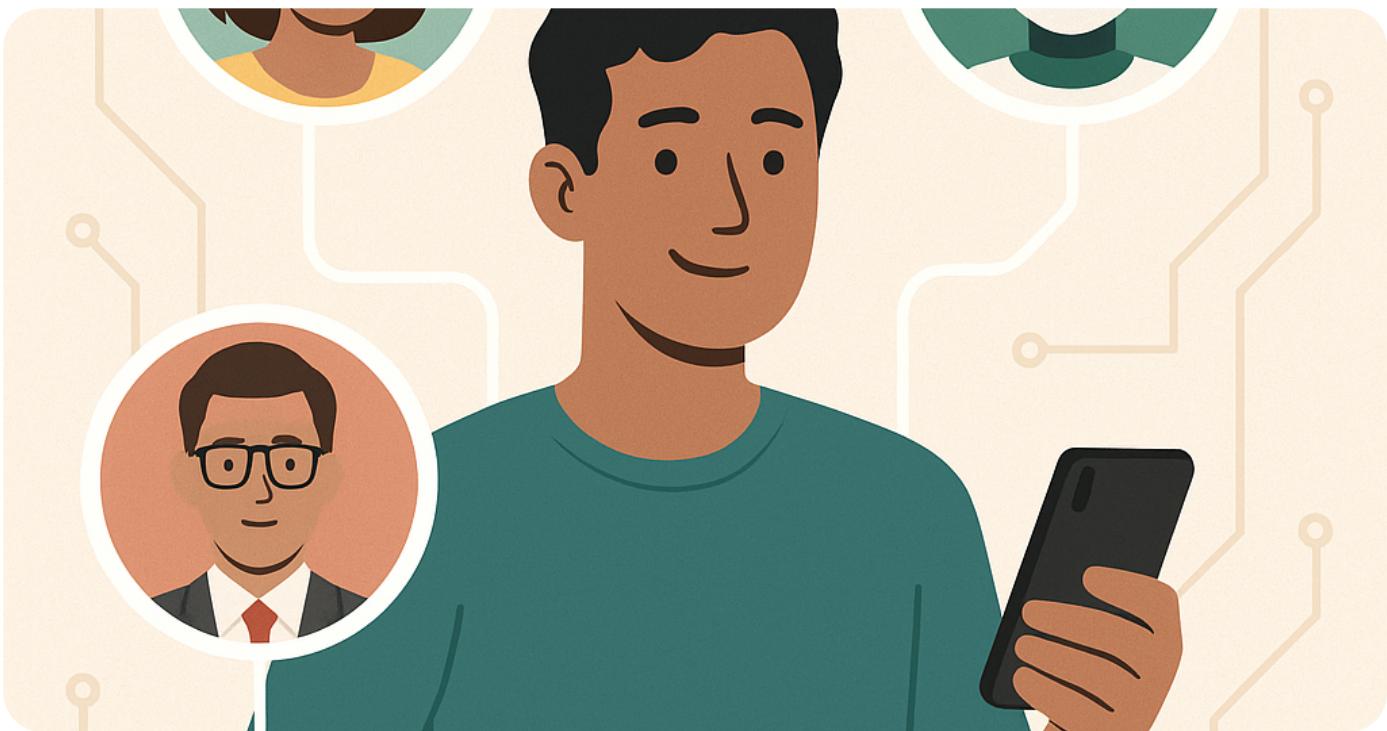
Ever felt stressed about playing different personas in your life? You're not alone—IAM professionals often face similar challenges when designing systems for different roles within an organization.

Relying on traditional login accounts to solve access issues is no longer enough. These outdated methods fall short of protecting, connecting, and respecting today's diverse users.

Read Persona-Drive Identity: Enhancing Security By Understanding Human Complexity, co-authored by two industry leaders, to explore how to tailor security and user experience requirements to fit each system – and each individual. Learn why a persona-driven approach isn't just helpful, but necessary.

\$59.99

Study now!



## Unlock Transformative Outcomes

- ✓ Discover where traditional management of accounts, credentials, and access rights goes wrong  
in dealing with human complexity
  
- ✓ Understand the requirements for a persona-driven IAM approach  
to optimize opportunities to enhance security, privacy, and user experience
  
- ✓ Master modern and emerging technology solutions  
and their application to persona-based identity opportunities



## Meet the Author: Eve Maler

Venn Factory President and Founder Eve Maler is a Privacy by Design Ambassador and an award-winning standards developer. She has co-founded 7+ standards and contributed to dozens. She owned the identity standards strategy for Sun Microsystems and ForgeRock and owned ForgeRock's patent program.

As CTO of ForgeRock, Eve oversaw emerging technology R&D, evangelism, and innovation culture, and empowered her team and cross-functional colleagues to deliver results to dozens of Global 5000 customers, partners, analysts, publications, and events. She previously served as a Forrester Research security and risk analyst covering IAM, strong authentication, and API security.

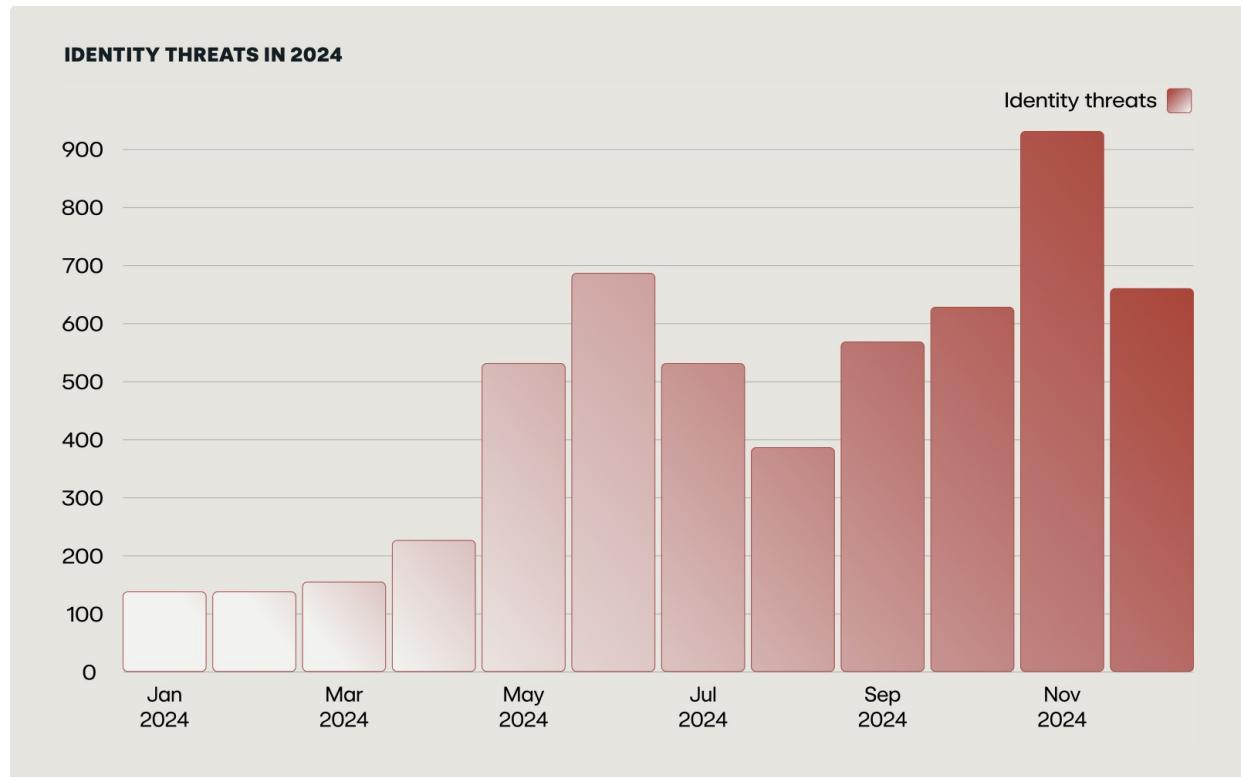


## Meet the Author: Jacob Ideji

Jacob Ideji is a distinguished Cybersecurity Architect and works in Security Solutions Engineering at Cisco, with over a decade of experience shaping the global digital security landscape. He is a certified CCDE (No. 20240030) and a practitioner in security design and vulnerability mitigation.

Recognized as a thought leader in cybersecurity, Jacob is committed to driving innovation, promoting inclusion, and advancing infrastructure security across both public and private sectors. He is especially known for pioneering the integration of AI-driven security solutions, collaborating with leading enterprises like Cisco, and emerging startups to address today's most urgent security challenges – including digital access for the unbanked, data protection, and infrastructure resilience.

Jacob is a frequent speaker at industry conferences, where he shares insights at the intersection of cybersecurity, fintech, and AI. He actively champions stronger, more inclusive digital ecosystems and has played a key role in forging public-private partnerships to accelerate global digital transformation.



## How the Paper Unfolds

Section 1: The Persona Disconnect Between Identity Systems and Human Complexity

Explore example scenarios and risks of misaligned personas in IAM systems

Section 2: Conditions for Persona-Driven Identity Success

Dive into the philosophy and requirements of persona-driven approaches

Section 3: Solutions to the Persona Challenge

Learn specific step-by-step solutions and advice on how to incorporate personas into your larger identity, security, and product strategy

## Section 4: Future Outlook for Persona-Driven Identity

Everything you care about in the future-facing world – from agentic AI to decentralized identity and beyond

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## Unlock Your Persona-Driven Identity Strategy Now

Dive into this 15-page expert guide to uncover where conventional IAM falls short, how a persona-based strategy can elevate security, privacy, and usability, and how to apply modern technologies to bring it all to life.

\$59.99

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