



Ethan Cole

Age: 34

Occupation: Cybersecurity Analyst at a major tech company at Spain

Background Story: Growing up fascinated by computers and coding, they pursued computer science and now work to protect sensitive company data from hackers.

Challenges: The main challenges are keeping up with evolving threats, preventing human error, balancing security with convenience, and dealing with limited resources, constant alerts, strict rules, and insider risks.

AI/Tech: They use advanced AI tools to detect cyber threats, monitor unusual network activity, and automate quick responses to potential attacks.

Desired Cybersecurity: To address these pain points, they seek stronger encryption, multi-factor authentication, AI-driven threat detection, and regular employee training to build a security-first culture.

Purpose Statement: The purpose of this cybersecurity initiative is to protect the company's sensitive data and maintain customer trust by using advanced AI tools, strong encryption, and employee training to prevent and respond to cyber threats for the benefit of the organization, its employees, and clients.