ASJAD ATHICK

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CAREER PROFILE

As a senior technical leader with a background in cybersecurity, cloud computing, and data analytics, I have a decade of experience assisting security teams in improving their defensive capabilities and responding effectively to security incidents. I have a combination of practical technical experience and business acumen gained by working with organizations ranging from startups, government agencies to large enterprises. My goal is to move the needle by up-levelling the cyber security posture of the Asia Pacific region.

WORK EXPERIENCE

Lead Solutions Architect, Cyber Security, Asia Pacific   **Sep 2021 to Present**
Elasticsearch (Melbourne)
Leading the security pre-sales motion across the Asia Pacific region to engage with and deliver transformational enterprise cyber capabilities for Elastic Security customers

- Empower sales teams across APAC in growing revenue by supporting high value opportunities:
  - Lead solution engineering efforts for several multi million $ security opportunities, including the largest TCV deal for Elastic Security in the Asia Pacific region ($10m+)
  - Build reusable security tools, demos and artefacts to expedite 8-12 month sales cycles down to 3-4 months
  - Enable sales and solution architecture teams across geographies and language barriers to become successful selling Elastic Security, resulting in a 120% increase in bookings
  - Gain exposure to security challenges and solutions across FSI, telco, government and digital native verticals
- Foster strategic relationships by becoming a trusted advisor for Elastic's customers in region:
  - Regularly engage with CISO's, CIO's and executives to ensure Elastic's solution is aligned with organisational priorities and direction
  - Provide insights and advisory for technical stakeholders on industry best practices and key learnings from similar organisations in running effective and high performance Security Operations Centres
- Nurture key ecosystem partnerships to support Elastic's product go to market, integrations and services delivery
- Contribute thought leadership via blog posts, security conference talks, webinars and executive roundtables to drive over $8m in pipeline growth
- Guide global product management initiatives with regional feedback to continuously improve Elastic's product offering and vision for security teams

Principal Consulting Architect, Cyber Security   **Dec 2018 to Aug 2021**
Elasticsearch (Melbourne)
Help Elastic's customers solve their most challenging data related problems across cyber security, logging, machine learning and search domains

- Lead teams of Elastic consultants and partners to deliver successful services outcomes for customers:
  - Scope out and lead delivery of services engagements for strategic customers with strict timeline constraints
  - Be the domain expert during implementation to help customers maximise their investment in Elastic Security
  - Architect enterprise solutions for high availability, scale, cost efficiency and resiliency on AWS, GCP and Azure
  - Develop and work with scripts, custom tools, integrations, configuration management and container orchestration platforms to implement Elastic and adjacent technologies
- SME for SIEM and Security Analytics use cases, guiding detection engineering, tuning and optimisation efforts for higher fidelity security alerting to reduce the Mean Time to Detect cyber threats
- Obtained consistently positive feedback from customers through effective communication and problem-solving
- Develop and maintain innovative internal tools to expedite the delivery of complex consulting projects
  - Fact checker - a tool to efficiently verify customer infrastructure specs prior to consulting engagements
  - ECE orchestrator - automation tooling for the installation and configuration of Elastic Cloud Enterprise (cutting down install time from a 2 person days to 30 mins)

Senior Cyber Security Architect   **Nov 2016 to Nov 2018**
Telstra Corporation (Melbourne)

Architect and enable a 'first of a kind' security function to discover unknown cyber threat to Telstra, by creating advanced ML models using cloud technologies designed to analyse data for anomalies.

- Empower a team of analysts with in-house data processing and visualisation tools for detection, investigation and management of potentially unknown cyber risks
- Demonstrate initiative and expertise in cloud technologies by driving a $2m security analytics project
    - Produce and communicate the framework and security standards to utilise public cloud services such as AWS and Google Cloud within Telstra
    - Architect and implement a highly secure data analytics platform for Threat Discovery on AWS ECS, S3, Lambda, Kinesis and Athena using Elasticsearch, Kibana and Logstash, with an Ansible powered CI/CD pipeline
    - Create incident response and risk management models for the platform
    - Develop and implement cloud spend optimisation methodologies
- Manage and oversee strategic partnerships, including a $1.2m academic research engagement to design novel machine learning and generic feature engineering techniques for anomaly detection
- Facilitate cross business unit collaboration between Cyber Security and the CTO, working with various senior stakeholders to produce in-depth network communication vis/insights; successfully identified threats not detected through AV and other traditional threat defences
- Present at public forums, industry events and roadshows on Telstra's security capabilities to represent Telstra as an industry leader in security analytics technology

Chief Technology Officer - Global   **May 2018 to May 2019**
Robogals

Lead the strategic transformation of the Robogals Technology team, playing a key role in helping the organisation realise its 2020 vision - "inspire and outreach to 200,000 girls globally to pursue STEM related careers".

- Lead a team of 8 individuals, fostering growth and development of the team while maintaining a high standard of delivery across core functions
- Lead in the design, architecture and implementation of high value technology initiatives to help Robogals achieve its 2020 mission - to inspire and encourage 200,000 girls purse STEM related careers

AWARDS

- **Elastic Club Winner FY22**, May 2022
- **Elastic Club Winner FY21**, April 2021
- **Elastic Engineering Outstanding Contributions Award**, April 2020

EDUCATION

Bachelor of Computer Science - Deans Scholar (Digital System Security)
University of Wollongong, Australia

CERTIFICATIONS

- **SEC540: SANS Cloud Security, DevSecOps, Automation**, May 2022
- **Elastic Certified Observability Engineer**, March 2021
- **Elastic Certified Analyst**, July 2020
- **LFS258: Kubernetes Fundamentals - Linux Foundation**, April 2020
- **Elastic Certified Engineer**, October 2019
- **Associate Solutions Architect Certification** - Amazon Web Services, June 2018

PUBLICATIONS

- **Getting Started with Elastic Stack 8**, Book published by Packt Publishing
- **Protect your AWS workloads using Elastic Security**, Elastic Blog
- **Preventing "copy-paste compromises" (ACSC 2020-008) with Elastic Security**, Elastic Blog
- **Monitoring Amazon EKS logs and metrics with the Elastic Stack**, Elastic Blog