

Barry J. STIEFEL ("Stee-ful")
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Summary:

Barry J. Stiefel is an engineer with 20+ years of experience and a proven track record of very high productivity and success in technology, communications and entrepreneurship.

TECHNOLOGY:

He is an internet security expert and researcher, security administrator, systems administrator, C++ programmer, and has a B.S., MBA, and a year of post-graduate study in Operations Research from the University of California at Berkeley. He has 26 technical I.T. certifications and wrote the Best Practices book at Palo Alto Networks. He runs the GoDarwin.org project, using artificial intelligence, machine learning, and linear genetic programming to solve problems in game theory.

COMMUNICATIONS:

He is an experienced technology author, conference organizer, technical community organizer, and technical courseware, curriculum, and exam developer. As a technical instructor, he created hundreds of Check Point Certified Professionals. As an author, he has five books on technical subjects findable on Amazon.com. He was nominated for the Distinguished Teaching Award at the University of California.

ENTREPRENEURSHIP:

He is an Eagle Scout with an M.B.A from the University of California and is the founder of CPUG: The Check Point User Group, the world's most successful firewall user group and online community. He is the founder of CPUG Con, hosting Check Point technology conferences in the U.S. and Europe. He also founded CPUG University, developing and teaching technical classes in San Francisco and Luxembourg.

Goals:

Barry Stiefel seeks a challenging position in a growing, dynamic company combining his skills and passions in technology, communications, and entrepreneurship, such as:

- **Manager/Director of Technical Sales Engineering Enablement / Technical Employee Enablement**
- **Manager/Director of Customer Success / User Community / User Enablement**

Experience:

2014-Current:

Sr. Technical Sales Enablement Engineer

Palo Alto Networks, Santa Clara, CA

- ❑ Performed Job Task Analysis for company's 800 Sales Engineers and built a detailed skills ladder to guide courseware and certification exams development
- ❑ Developed, tested and deployed nine certification and accreditation exams for Sales Engineers

- ❑ Created and managed online enablement and training communities for both in-house and partner Sales Engineers
- ❑ Created eight-day intensive training course for Managed Security Service Providers (MSSPs) Sales Engineers
- ❑ Serves as the company's chief Competitive Intelligence Engineer against Check Point, our closest competitor, doing product, service, and strategy analysis, collating and synthesizing intelligence from multiple sources, and providing detailed Battle Cards, TCO calculators, product comparison matrices and other immediately actionable competitive intelligence to Sales and Product Management.
- ❑ Created from the ground up the in-house highly secure Competitive Intelligence online community to facilitate sharing competitive intelligence among CI, Sales, Sales Engineering, and Product Management, using Linux, ConfigServer Security & Firewall, cPanel, MySQL, Apache, FastCGI, PHP, suhosin, xCache, XenForo, elasticsearch, modsecurity, OpenSSL, PingIdentity, Microsoft Hyper-V and a pair of Palo Alto Networks VM-300 virtual firewalls.
- ❑ Created and manages the special in-house and off-site Competitive Intelligence datacenters.
- ❑ Wrote the company's Best Practices book, containing 200+ specific, immediately useful Best Practices for the company's products to improve security, performance, manageability, and high availability, with a print run of 45K for every customer, technical employee and prospect.
- ❑ Designed the company's Battle Card Generator, an online wizard taking as inputs Salesforce Opportunity, Product, and Competitor, and using a deep knowledge database to create a custom made Battle Card PDF in seconds that's specifically tuned for that individual opportunity.
- ❑ Created and runs the Competitive Intelligence "Kill Squads", special teams of competitive Consulting Engineers each focused on a specific competitor, and who are brought in on larger opportunities.

1999- 2014:

Director of Education and Technical Community Leader

CPUG (Check Point User Group) and CPUG University, San Francisco, CA

- ❑ Founded and managed CPUG University, providing advanced Check Point training for cybersecurity professionals worldwide with classes taught in San Francisco and Luxembourg
 - Developed all courseware, including complex enterprise labs
 - Taught over 3,000 hours in the classroom to working cybersecurity professionals from six continents
 - Led CPUG University to become the number one creator of Check Point Certified Professionals worldwide
- ❑ Founded and managed CPUG: The Check Point User Group at www.cpug.org including an online discussion board serving 1.2M monthly pages to 5,000 unique daily visitors
- ❑ Founded and managed CPUG Con, the annual conference for the Check Point community that ran in Switzerland and Germany from 2008 to 2013
- ❑ Co-authored three books on Check Point internet security products (search for 'Barry J. Stiefel' on Amazon)

Education:

Certificate in Internet and E-Commerce Security

April, 2001

University of California, Santa Cruz

One Year of Post-Graduate Study

May, 1995

University of California, Berkeley

Concentrations: Visual C++ Programming for Microsoft Windows, Mathematical Programming, SAS programming, statistics, and Network and Graph Theory

Masters of Business Administration (MBA)

September, 1993

Graduate School of Management and Department of Civil Engineering

University of California, Davis

Concentrations: Operations Research, Economics, Logistics, Transportation

Nominated for the Distinguished Teaching Award

Bachelor of Science (B.S.)

June, 1990

University of California, Davis

Industry Certifications:

CISSP (#23014) (Certified Information Systems Security Professional)

NSA IAM (National Security Agency InfoSec Assessment Methodology)

PCNSE (formerly CNSE) (Palo Alto Networks Certified Security Engineer) version 6

Certificate in Internet and E-Commerce Security from the University of California

CCSA (Check Point Certified Security Administrator), versions 3.0, 4.0, NG, NG AI, NGX, R70

CCSE (Check Point Certified Security Engineer), versions 3.0, 4.0, NG, NG AI, NGX, R76

CCSE Plus (Check Point Certified Security Engineer Plus), version NG AI

CCSI (Check Point Certified Security Instructor), version 4.0 and NG

FCSE (Fortinet Certified Security Engineer)

RCSE (Resilience Certified Security Engineer)

MCSE (Microsoft Certified Systems Engineer); versions 3.51 and 4.0

CCNA (Cisco Certified Networking Associate)

Microsoft Office Specialist Excel version 2010

Microsoft Office Specialist PowerPoint version 2013

Published Books:

CCSA Next Generation Check Point Certified Security Administrator Study Guide (Exam 156-210) (co-author) ISBN: [0072194200](#), Syngress Press, 2002

Check Point NG VPN-1/Firewall-1 Advanced Configuration and Troubleshooting (co-author)
ISBN: [1931836973](#), Syngress Press, 2003

Configuring Check Point NGX VPN-1/Firewall-1 (co-author)
ISBN: [1597490318](#), Syngress Press, 2005

How to Win at Pentago

ISBN: [0985097914](#), Information Engine Press, 2014

2017 Palo Alto Networks Best Practices: Specific, Immediately Useful Practical Advice for Improving Security, Performance, Manageability and High Availability

ISBN: 9780692819715, Palo Alto Networks Press, 2017

Affiliations:

Life Member National Eagle Scout Association

Past President and Member of the Board of Directors of the Windows NT Engineering Association

Past Member of the Board of Advisors for Microsoft TechNet