

Aaron Rinehart

Cyber Security Luminary

📍 WASHINGTON D.C. ✉️ AARON@SCE.DEV 📞 +1573-823-6864 🌐 AARONSRINEHART 📺 @AARONRINEHART

“A high energy, passionate, visionary technology leader with a track record of proven experience in delivering excellence on the impossible, executing transformational change, and aligning technology with core business value.”

Pioneer | DevSecOps | SRE | Chaos Engineering | Founder | CTO | Architect | Advisor | Keynote Speaker | Published Author | Mentor

Global Fortune 4 Leader | Published Author | Keynote Speaker | Servant Leader

- Multiple award-winning, business-focused, compassionate leader with over 20 years of success in solving challenging engineering problems and building cyber security programs across a highly diverse set of industries: health care, insurance, government, aerospace, technology, higher education, and the military
- Natural strategist who tackles problem situations and leverages relationships to create solutions that deliver crucial tactical wins, while setting the stage for long-term strategic success
- Continuous improvement mindset—both incremental and disruptive improvement
- Positive, high-energy, emotionally intelligent individual who focuses on delivering tangible outcomes
- Polished communicator and veteran presenter with vast international and keynote experience

Core Competencies & Passions

- Product Security
- Tech Transformation
- Engineering Leadership
- Resilient Security Program Design
- Chaos Engineering
- Complex Systems & Orgs
- Pragmatic Security Architecture
- Security Ops & Crisis Management
- Cloud Security
- DevSecOps
- Site Reliability Engineering
- Public Speaking
- Fortune 5 Senior Leadership
- B2B Sales Ops
- Board Member
- Building High Performance Teams
- Raising Venture Capital

Thought Leadership | Speaking | Publications | Notable Press

Featured Public Speaker with National and International Experience

- Blackhat/Defcon
- OWASP Confs
- Linux Foundation
- RSA – USA & APJ
- GOTO Con
- AllDayDevOps(ADDO)
- O’Reilly Velocity
- QCon
- DevOpsDays
- ONUG
- Agile Alliance
- DevOps Enterprise Summit
- CISO-CIO-CTO Executive Forums & Summits
- SANS

Notable Press featured in media outlets such as

- ABC News
- CBS Marketwatch
- Washington Post
- DevOps.com
- TechTarget
- HelpNet Security
- SecurityWeekly
- Dark Reading
- InfoQ
- Security Boulevard
- CSO Online
- IEEE Software Engineering

Qualities and Key Achievements

A strategist and visionary who balances the technology needs of the business with pragmatic security solutions

- **Entrepreneur and technical visionary.** Founder of Verica, Inc., a successful software startup backed by Intel Capital and True Ventures from initial ideation, *fundraising venture capital, designing and delivering product to market, sales and marketing operations, customer success, go-to-market strategy, and attracting high-caliber executive talent.*
- Reengineered the 60+ person Enterprise Security Architecture operating model at UnitedHealth Group (UHG) by dedicating specific architects to specific business units, aligning by business unit instead of technology. This allowed the dedicated staff member to build comprehensive knowledge of the business ecosystem and thus to **deliver more business-aware solutions and responsive service, driven by business priorities.**
- **Overhauled the successful turn-around** of poor security service engagement and execution for **the largest transformation project in the Healthcare Industry at UHG.** This required a complete redesign of the service delivery model and resources of Enterprise Security Architecture away from mostly technical function-based service toward one that aligned with the company's business structure.
- **Cultivating Talent** - Developed a talent development program within my 60+ person organization in partnership with human capital and finance aimed at building the next generation of talented security professionals for the company. The program focused on **sourcing talent from various related roles across 10 different program areas** within the organization with the focus on building and developing the talent not being provided by the market. This investment resulted in a **much richer and more diverse workforce** that served as not only the next rung of technical talent for the organization but also served as a great mechanism *for identifying and growing the pool of potential future leaders.*
- **Technical M&A** - Led Integrations and critical solution delivery for **over 30 company acquisitions** both domestic and international. International acquisitions included UK, Brazil, and Australia.
- **Proven Technical Excellence** - Spearheaded the **enterprise-wide transformation to the AWS, Azure, and Salesforce Public Clouds for several high stakes globally regulated organizations.** Led engineers, technology leaders and security practitioners and helped them navigate the unknowns and ambiguities of cyber security in the public cloud.
- **Strategically-oriented Technology Executive** with a **track record of delivering success** across a wide variety of **global, complex and heavily regulated organizations operating at scale.** As Chief Security Architect at UHG, led the Enterprise Security Architecture function **responsible for defining top-level technical strategy for cyber security and aligning key business objectives with strong technical security solutions.** This mission spanned a diverse enterprise of **over \$225B in revenue, over 700 legal entities, and dozens of lines of business operating in 150 countries.**

A trusted, collaborative leader who maximizes investments in products, services, and people

- **Drives disruptive improvement.** Led the DevSecOps transformation effort at UHG (Fortune 4), and *one of the largest companies in the world.* Delivered fully automated CI/CD pipeline driven security testing of software using open-source solutions, a deployment approach that allowed for delivery of server environments in **5 minutes instead of 6 weeks** – an improvement of 3 orders of magnitude, and a fully automated method to deploy and maintain technical environments entirely as code. Technologies included: Chef, Inspec, Jenkins, Gauntlt, and Hashicorp Vault.
- **Seeking vs. Sifting Methodology** - Developed a highly effective approach cutting the management overhead in half in recruiting top engineering talent by using a machine learning driven profiling service.

A cool head and steady hand in emergency situations

- Developed and executed effective response plans to data breaches in several different organizations of varying sizes.
- Proactively ensured enterprise readiness by pre-negotiating and routinely testing response plans so that live breach incidents were handled with proper consideration for preservation of evidence, restoration of service, compliance with legal requirements, and due consideration for the reputation of the organizations.

A multidisciplinary leader that can drive technology transformation and the business forward

- Delivers critical business sales outcomes under pressure. As co-founder of an early-stage technology startup, Verica.io, **successfully engaged, executed, pitched, and negotiated the sale of a multi-year 8 figure contract with the largest customer: Amazon Web Services.** Responsible for realizing more than 2 million in ARR sales revenue in less than a year without a sales leader.
- Identified and **executed a strategic opportunity to acqui-hire** the author of Prowler, the **#1 most widely used open-source cyber security software for Amazon Web Services (AWS)** resulting in a new stream of revenue and a strategic edge for the business.

A respected representative of the Information Security industry

- Continually *sought-after public speaker with international and keynote experience.* Considered a resident fixture and expert globally at cyber security must-attend events such as **RSAC, Blackhat/DefCon, OWASP Global, SANS,** and others. In addition, has delivered highly rated performances at top echelon software engineering events such as **O'Reilly's Velocity, GOTO, QCon, DevOps Enterprise Summit, Craft** and more.
- Repeatedly interviewed and referenced in both print and television. **Dark Reading, Security Weekly, DevOps.com, Washington Post, Huffington Post, ABC News, TechTarget, InfoQ, HelpNet Security, IEEE Software Engineering, CSO Online** and many others.
- **Published author** with several popular titles. Co-Author on the **O'Reilly Security Chaos Engineering Report, Co-Author on the O'Reilly Animal Book on Security Chaos Engineering,** and a **Contributing Author in the O'Reilly Animal Book on Chaos Engineering.** Authored thought leadership articles, eBooks, short courses, and blogs for **OpenSource.com, HelpNet Security, DevOps Institute,** and others on topics such as **Chaos Engineering, DevSecOps, Cloud Security, and Tech Transformation.**
- Award-Winning technology leader.
 - 2016: ISMG Industry Showcase **"The New Healthcare Cyber Security Strategy with Aaron Rinehart"**,
 - 2018: Recognized by Linux Foundation for driving *Open-Source Software (OSS) innovation in big healthcare* with UHG's 1st OSS contribution, ChaoSlinger. **ChaoSlinger was the first ever application of Chaos Engineering to Cyber Security,**
 - Recipient of the **Armed Services Joint Service Accommodation Medal for Meritorious Leadership & Technical Excellence** during Operation Enduring Freedom
- A respected industry representative that has been called upon to *advise the highest levels of the US Federal Government on matters of Cyber Security and Technology.* Most recently served as one of 30 prestigious experts on behalf of the Biden Administration to explore **the creation of a new agency for Cyber Security based upon the NTSB.** The effort was funded by the **National Science Foundation** with support from the **Hewlett Foundation** and organized by **Harvard Belfer Center** with support from the *Global Resilience Institute.*
- Resident Chaos Engineering Ambassador at the DevOps Institute *authoring courses and learning material for practitioners in the areas of Site Reliability Engineering (SRE), Chaos Engineering and DevSecOps*
- **Founder of the National Press Club's Annual Seminar on Cyber Security** for Investigative Reporters & Human Rights Activists
- Academic Collaborator and Researcher called upon by such institutions as **Carnegie Mellon, Harvard, John Hopkins, Northwestern University of Missouri, St Johns, USAF Air War College,** and others.

Employment History

[Summarized. Full Details at www.linkedin.com/in/aaronrinehart/]

Verica, Inc. | Series A

01/2019 - Present

Verica provides a continuous verification platform that proactively uncovers system weaknesses and security flaws before they disrupt your business. Continuous verification is the next step in the evolution of chaos engineering., It provides a disciplined methodology to prevent availability and security incidents. Verica's

founders are the pioneers of Chaos Engineering at Netflix and Security Chaos Engineering at UnitedHealth Group. The company is venture backed by Intel Capital and True Ventures.

Strategic Advisor, Co-Founder **09/2022 - Present**

Chief Technology Officer, Co-Founder **01/2018 - 09/2022**

UnitedHealth Group | Optum **10/2015 - 1/2019**

UHG and its technical service arm, Optum, provides health benefits and services to more than 85 million patients worldwide and is the largest U.S. health insurer. In 2018, while in this role, UnitedHealth Group was Fortune 4, had an annual revenue of \$201B and 270,000 employees world-wide.

Chief Enterprise Security Architect

- Executive leader responsible for the leadership and transformation of the Enterprise Security Architecture Domain of Practice; to craft new capabilities and services that smoothly support UHG's rapid global growth. Accountable for setting the future direction of the security solutions architecture strategy for the company. The Chief Security Architect was charged to support company SVP technology executives and capital committee on major technology investments in the company often for capital projects up to 300 million with an overall security program budget just short of \$1B.
- Led, directed, and delivered multiple digital transformations for UHG, including the Public Cloud, DevSecOps, Site Reliability Engineering and inspired an Open-Source Software culture by delivering the company's first open-source software public contribution.
- Created many programs to set and maintain global UHG cyber security strategy. These included: global maps of security capability and maturity; security growth strategy; self-service security architecture requirements portal; baselines; rationalization and refinement of security policies, standards, and guidelines; refinement of exception request process; more. Directed team providing security architecture consulting for applications being developed throughout UHG. Technical, architectural, regulatory and policy requirements. Primary author interpreting laws, regulations, and contracts (HIPAA, HITRUST, NIST, ISO27001, PCI, IRS1075, others) into corporate policies and technical requirements for both in-house and web/cloud/mobile applications.

The College Board **2014-2015**

Enterprise Information Security Architect

Dept of Homeland Security – Transportation Security Agency – *TS-SCI Clearance **2012- 2014**

Lead Information Security Architect – Knowledge Consulting Group CTR

NASA Goddard Space Flight Center – Safety & Reliability Engineering Code 300 **2009-2012**

Lead Software Engineer/Senior Security Officer (ISSO) – ManTech CTR

University of Missouri Health System – Biodesign Surgical Research Program **2008-2009**

DBA; Director of App Engineering

NOLIJ Corp **2007-2008**

Strategic Implementation Consultant

University of Missouri Systems – Enterprise Application Services **2006-2007**

Oracle DBA Database Software Engineer

United States Marine Corps (USMC) – Operation Enduring Freedom – Combined Joint Task Force- **2005-2006**

Horn of Africa

Non-Commissioned Officer (NCO) – Systems/Network Engineering Mgr (*Corporal*)

Education, Service, Credentials, & Certifications

B.S. Economics
University of Missouri – Columbia

System & Network Engineering MOS
US Marine Corps Communications & Electronics School

GIAC GSEC Certification
SANS Institute

Certified Information Systems Security Professional (CISSP)
ISC2

Diploma
2006

Diploma
2001

Certification

Certification
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