

## Tanya Barsky

+972 50-611-7076 | [kopilov@gmail.com](mailto:kopilov@gmail.com)

Infinite learner and natural problem solver with a constant drive for productivity and success.

Result-driven Product Manager, with proven experience in leading complex multidisciplinary programs and teams, including Cloud and Cyber Security domains.

Vetted experience in scaling up a startup-oriented business unit, turning it into a highly productive team of a global enterprise organization.

Acumen in data insights, data protection, and regulatory compliance.

M. Sc. in Computer Science; MBA in Strategy and Entrepreneurship; LL.B. and certified lawyer.

### EXPERIENCE

2021 - Present

#### **Product Manager - Varonis**

Product Manager of the Varonis SAAS web application, integrating a portfolio of security products that controls and protects the data of enterprise customers.

Specializing in data insights at a glance in the big data environment:

- Led from idea to successful accomplishment of a new compliance dashboard, providing insights to help decision-makers identify compliance trends, and spot-on anomalies before they became a threat.
- One of the 3-team members, improving the analytics functionality of the Varonis SAAS web application. Owned a new functionality for presenting historical trends at a glance, focusing on best-sense KPIs, and digital report export.
- Created a solution for audit log in the Varonis SAAS web application, including detailed requirements for new data entity, investigation page, and resolving backward compatibility issues for existing customers.

Partnered closely with Sales Engineers, Customer Success, and Professional Services representatives, developing concepts to maximize the potential value Varonis can deliver with data insights to customers.

Established feedback loop with Varonis partners, driving better decision-making for small businesses.

Working closely with 6 development teams, and 4 product management teams. Acting as a product manager of 2 Ukraine teams in war and post-war conditions.

2018 – 2021

#### **Sr. Program Manager – Proofpoint**

Proofpoint acquired FireLayers, extending Targeted Attack Protection (TAP) to Saas Applications (CASB). Joined the recently acquired Firelayers team of 25, to lead the overall program management efforts between US and Israel teams.

- Consolidated processes of 3 startup companies acquired by Proofpoint into a unified data-driven business unit, serving over 800 global customers including fortune 500 companies.
- Managing complex programs for the 11 development teams (80 developers), 3 research teams, across global development centers (Israel, US), developing API and inline (proxy) CASB and DLP products over AWS infrastructure. Reporting directly to the business unit's VP R&D.
- Implementing and mentoring agile methodologies for the different R&D groups, re-defining software development life cycle and incident management, resulting in performance growth through operational excellence and improving time to market.
- Owning quarterly planning forums and content, communicating engineering performance and roadmap delivery in quarterly business reviews to the C-Suite.
- Collaborating with the Sales, Product Management, Customer Success teams, refining market needs processes, enhancing renewal rates.
- Acting legal liaison and point of contact between the legal and technology teams - driving security posture and compliance implementation of customer data privacy policies for Proofpoint's cloud products
- 2020 Excellence Award of Proofpoint as the driving force behind the CASB product.

2016 – 2017

**Head of Audit and Compliance Unit - The Privacy Protection Authority (PPA), Ministry of Justice**

- Developed the strategy and requirements roadmap for Auditing of information systems. Defined and managed tender for implementation.
- Launched a successful pilot program (information systems auditing) in the insurance sector (8 private and public insurance companies).
- Led data protection and information compliance initiatives in governmental and private sectors.
- Member of the leading decision makers forum of the Ministry of Justice, headed by the Director General of the Ministry of Justice.

2013 – 2016

**Deputy Director of Licensing & Inspection Department, Product Manager - PPA, Ministry of Justice**

- Redefined and implemented a new governmental licensing process adopting a customer-centric approach. Increased productivity of the license granting process by 75% in 1 year. Led a team of 5 people.
- Managed product of Information and Data Management platform (PPA) for lawyers and privacy law inspectors.

- Managed programs from definition of requirements to release and customer onboarding. Served both as a hands-on product manager and end to end leader of the program. Supervised launch of the online service used by thousands of businesses regulated by the Israeli Privacy Law.
- (2014) Outstanding Employee, Ministry of Justice.

2011 - 2013

**Senior Supervisor - PPA, Ministry of Justice**

- Audited the adherence of public institutions and private companies to the Privacy Law, E-Signature Law, and Credit Information Service Law.
- Provided legal and technical consulting in information technology and legal aspects, biometric security policies, Privacy by Design, PCI DSS, ISO 2700K, CWA 14167K compliance.
- Advisory board member in a number of government projects, including the foundation of government certification authority – secure digital signature, national policy for the biometric applications, Biometric ID project.

2009 – 2010

**Legal Intern – Gilat, Bareket & Co. of Reinhold Cohn Group**

Legal assistance and research in IP, information and technology, network and media law aspects, and courts.

2006 – 2008

**Data Analyst, Researcher - TA University and G&D, image processing lab**

- Designed and developed fake fingerprint detection system. Researched biometric algorithms in collaboration with Cross Match Technologies GmbH.

2004 – 2006

**Software Engineer, Lieutenant - IAF, Air Intelligence Group**

Software developer in C and C++.

**EDUCATION**

2015 – 2017

**MBA, Major in Strategy and Entrepreneurship**, Tel Aviv University

2007 – 2009

**M.Sc. Computer Sciences (with honor)**, Tel Aviv University

2006 – 2009

**LL.B., The Bachelor of Laws (with honor)**, and **Certified Lawyer**, Tel Aviv University

2000 – 2004

**B.A. in Computer Sciences (with honor)**, TECHNION, Israel Institute of Technology, Haifa

## PUBLICATIONS

N. Kiryati, T. Barsky, O. Gellert and Y. Landau, "[Bodily Property and Deep Learning \(Hebrew\)](#)", *Hamishpat Law Review Vol. 25 (Yoram Danziger Book)*, Nevo, 2019

Barsky T., Tankus A., Yeshurun Y. "[Classification of Fingerprint Images to Real vs. Spoof](#)", *International Journal of Business and Management 2012 – Vol. 4, No.1 pp. 1 – 21*

Barsky T. "[Fingerprints Spoof Detection and Classification](#)". *M.Sc. Thesis, TAU, 2009*