SANDEEP SHENOY

AI & CYBERSECURITY PRACTICE EXECUTIVE

Founder — **reconn** · Dubai, UAE

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PROFILE

Professional Summary

UAE-based AI & Cybersecurity Executive with 20+ years of practitioner-led delivery. Grew up in Dubai and has delivered cybersecurity projects for Governments, Oil & Gas, Defense, BFSI, and Enterprise customers across the Middle East and Africa region.

Founder of **reconn**, an AI & Cybersecurity value-added distributor assisting enterprise-focused startups and market new entrants scale across the Middle East and Africa via direct and channel-driven sales. One of the world's first PECB Certified Artificial Intelligence Professionals, and an ISO 56001 Lead Implementer in Innovation Management.

Extensive experience in the AI and cybersecurity startup ecosystem, assisting 25+ vendors scale their go-to-market across the region.

Built Cyble's META operations into the company's top-performing region by creating a localized, customer-focused threat intelligence practice aligned with ISO 27001 frameworks and GCC regulations.

At NucleusGalactic, delivered deception technology, VAPT, OSINT, and GRC services, and led ElasticSearch log management and correlation projects to improve detection and incident response.

Played a foundational role at UAE VAD, building it into a leading regional cybersecurity distributor, while delivering advanced security, GRC, and IT operations platforms.

Started career at Altisource / Ocwen, managing ISO 27001 and PCI-DSS implementations, technical security deployments, and compliance programs in a financial services environment.

Experienced in delivering structured workshops, enablement sessions, and customer training, ensuring clear, actionable security outcomes.

EDUCATION

Educational Qualification

Bachelor of Engineering — Electrical & Electronics Engineering 2004

Manipal Institute of Technology, Manipal University, Manipal

MIT Manipal is consistently ranked within the Top 5 private engineering colleges in India · Manipal University is an Institute of Eminence

EXPERIENCE

Professional Experience

Founder

reconn

Dubai, UAE
Jun 2024 – Present

- Founded **reconn**, an AI and cybersecurity practice delivering solutions and services to enterprise customers internationally.
- **What we do:** reconn, an AI & Cybersecurity value-added distributor assisting enterprise-focused startups and market new entrants scale across the Middle East and Africa via direct and channel-driven sales.
- **What services we provide:** Deliver offensive security services, red teaming, GRC services and distribution of SaaS platforms covering Agentic AI, AI Governance, AI TRiSM, AI Security, Continuous Threat Exposure Management (CTEM), Cyber Threat Intelligence (CTI), Digital Risk Protection Services (DRPS), and Governance, Risk & Compliance (GRC) — ISO 42001, ISO 27001, ISO 22301, ISO 27701, Personal Data Protection Law, and EU GDPR.
- **How we grow:** Partners with upcoming AI and cybersecurity vendors, accelerating market access and customer adoption through a dual direct and channel strategy, leveraging field sales expertise and regional channel ecosystems.
- **How we win:** Drive growth through technical superiority and practitioner-led execution, owning the narrative across presales demonstrations, solution architecture, and post-sales delivery to ensure measurable customer outcomes.

Regional Director — Middle East, Turkey & Africa

CYBLE

Dubai, UAE
May 2021 – Apr 2024 (3 yrs)

- Led Cyble's META operations, transforming it into the company's most successful growth engine while delivering AI-powered cybersecurity solutions across enterprise, BFSI, telco, government, and startup sectors. Scaled local operations to 10 direct reports.
- Achieved 150+ net new customer acquisitions in 3 years, making META the company's top-performing region by revenue and market presence by the time of Series B.
- **What we did:** Delivered cyber threat intelligence (CTI), dark web monitoring, brand protection, digital risk protection, DFIR, and third-party risk scoring, aligning with ISO 27001, SAMA, UAE DeSR, and other GCC frameworks.
- **How we won:** Built and operationalized a local META-focused threat intelligence capability, launched managed services producing region-specific reports, alerts, and insights rapidly adopted by customers.
- **AI/ML for brand protection:** Integrated AI/ML models within Cyble's brand protection services to detect phishing domains, impersonation attempts, and logo misuse across web, social, and dark web. Tailored detection pipelines for regional languages and threat actor TTPs, improving accuracy and reducing false positives.
- Conducted 100+ technical demos annually and led 50+ project deployments per year, maintaining high customer success rates while expanding Cyble's regional footprint.

Proprietor / Director — Strategic Global Accounts

NucleusGalactic

WW
Jun 2018 – Apr 2021 (2 yrs 10 mo)

- **What we did:** Delivered Deception Technology, Vulnerability Assessment & Penetration Testing (VAPT), Open-Source Intelligence (OSINT), and GRC advisory (ISO 27001 and ISO 22301) for Enterprise, BFSI, Telcos and Government — strengthening detection and response while aligning with structured security frameworks.
- **Data Science & ML services:** Led ElasticSearch professional services engagements for log management, log correlation, and incident response optimization. Built and tuned pipelines to support high-volume log ingestion and correlation for faster threat detection and contextual alerting, improving SOC efficiency for customers.
- **How we grew:** Positioned NucleusGalactic as a hands-on execution partner, focusing on technical excellence, customer education, and practical security outcomes before engaging in wider GTM initiatives.

Associate Vice President

UAE VAD

Dubai, UAE
Sep 2010 – Nov 2017 (7 yrs 2 mo)

- Joined as the first employee, helping build UAE VAD into a reputable boutique cybersecurity distribution company in the MENA region — winning 10+ industry awards and onboarding 500+ customers.
- **What we did:** Delivered advanced cybersecurity, GRC, and IT operations solutions, managing presales, PoCs, technical enablement, implementation, and partner/customer training across enterprise, BFSI, telco, government, and defense sectors.
- **How we grew:** Supported foundational growth by identifying, onboarding, and executing regional go-to-market strategies for a diverse portfolio of emerging cybersecurity, GRC, and IT operations platforms.
- Built technical credibility and trust with customers and partners through impactful workshops, live demonstrations, and hands-on solution enablement.
- Spoke at GISEC, RSA Conference, Gartner, CyberDefense Summit KSA, PCI, CPI, GEC, and IQPC events, strengthening regional cybersecurity awareness and positioning UAE VAD as a trusted advisor.

Vendors Represented

Vulnerability Mgmt & PT: Rapid7

Threat Intelligence: Flashpoint

EDR, NAC & AppSec: Endgame (now Elastic), NetClarity, Netsparker

SOAR: CSG Invotas (now FireEye SOAR)

Endpoint Privilege Mgmt: Avecto (now BeyondTrust)

Wireless IPS: AirTight / Mojo (now Arista)

IT Ops & Security Analytics: Rapid7, SolarWinds, FireMon, Trigeo SIEM

Deception: Smokescreen (now Zscaler)

Network Detection & Sandbox: Damballa (now Core Security)

GRC: Modulo (now SAI Global)

Mobile Risk Mgmt: Fixmo (now Good Tech / Blackberry)

IAM: NetIQ (now OpenText)

Senior Information Security Analyst

Altisource / Ocwen Financial

Mumbai, India
Sep 2007 – Aug 2010 (3 yrs)

- Worked within the 24/7/365 Information Security Department and Security Operations Center, delivering compliance initiatives, technical security implementations, and risk management across a large-scale financial services environment.

Information Security Management

- Led ISO 27001 and PCI-DSS implementation projects, aligning practices with industry compliance requirements.
- Managed quarterly vulnerability assessments and penetration testing to identify and remediate risks.
- Supported SOX, SAS-70, and client audits (Capital One, American Express, Tracmail, Assurant).
- Conducted annual reviews and updates of InfoSec policies, procedures, and standards.
- Oversaw IT disaster recovery testing and delivered security awareness sessions to staff and new hires.

Technical Security Implementation & Operations

- Single point of contact and SIEM Administrator for the SOC department, managing the Trigeo SIEM.
- SIEM and DAM deployments and operations (Trigeo SIEM, NetForensics, IBM Guardium).
- Network and endpoint security technologies including firewalls, VPNs, NIPS/NIDS, HIPS/HIDS, and security configuration management.
- Deployed and managed web filtering, secure email gateways, DNS services, certificate authority, and encryption tools to protect organizational assets.
- Managed patch management systems, endpoint protection infrastructure, and two-factor authentication solutions.

Technologies Implemented

SIEM: Trigeo SIEM, NetForensics
DAM: IBM Guardium
NIPS: Cisco, Sourcefire
Firewall & VPN: Cisco ASA
NIDS: Snort IDS
Security Monitoring: Net Optics Network Aggregator
HIPS: McAfee ePO HIPS
HIDS: IBM ISS
Security Config Mgr: NetIQ
Web Filtering Gateway: St. Bernard iPrism
Email Secure Gateway: Clearswift MIMEsweeper
DNS Server: Windows Server 2003
Certificate Authority: Windows Server 2003 Root CA
Patch Management: Microsoft WSUS
File Encryption / SFT: ArticSoft OpenPGP
Full Disk Encryption: WinMagic SecurDoc
AAA Server: Cisco Secure ACS
2-Factor Auth: RSA Authentication Manager
Enterprise AV: Symantec Endpoint Protection

- Ensured alignment of security technologies with business risk management objectives, contributing to a secure, compliant, and resilient environment.

CREDENTIALS

Certifications

- PECB Certified Artificial Intelligence Professional
- PECB ISO 27001 Lead Implementer
- PECB ISO 42001 Lead Implementer
- PECB ISO 22301 Lead Implementer
- PECB ISO 27701 Lead Implementer
- PECB ISO 56001 Lead Implementer

PREVIOUSLY HELD — NOT RENEWED / EXPIRED

PMI PMP
Rapid7 Nexpose Certified Administrator
CPISI – PCI
ISO 27001:2013 Lead Auditor
MCSE / MCDBA / CCNA / CCSA
ISACA CISA
Rapid7 Metasploit Certified Specialist
EC-Council: LPT / ECSA / CHFI / CEH
ITIL Foundations