

# WM ALAN WALLACE

## Strategic Communications Executive | Crisis Management | Cybersecurity PR

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### Cybersecurity Ventures 2025 Industry Experts List

## GLOBAL COMMUNICATIONS LEAD

Communications executive with 20+ years building integrated communications infrastructure for global technology companies. Proven track record leading internal communications, external PR, analyst relations, and executive visibility programs. Expert in cross-functional stakeholder alignment, narrative development, and data-driven strategy. Successfully managed teams, agency partners, and budgets while delivering measurable business impact.

## CORE COMPETENCIES

Strategic Communications Planning | Internal & External Communications | Media & Analyst Relations | Executive Visibility | Cross-Functional Leadership | Team Management | Crisis Communications | KPI Development & Measurement | Budget & Agency Management | Employee Engagement Programs

## PROFESSIONAL EXPERIENCE

### Founder & Principal | PressContact LLC | Doylestown, PA | 2021-Present

Lead strategic communications for technology, cybersecurity, and fintech companies.

- **RealDefense** (iolo) – Strategic communications for AI-powered cybersecurity portfolio serving 1B+ users. Developing agentic AI optimization messaging using telemetry insights to drive ARR growth; managing RemoveMe product launch with tier-1 media (PC Magazine, USA Today); built competitive intelligence infrastructure monitoring key partners and competitors.
- **Resecurity** – Positioned emerging threat intelligence platform in tier-1 security media. Secured coverage in 15+ industry publications within the first 90 days.
- **Nimble CRM** – Rebuilt media strategy and database architecture. Increased qualified media engagements by 40% quarter-over-quarter.
- **Chenxi Wang - Rain Capital VC** – Developed thought leadership platform for cybersecurity venture capital principal.
- **RunSafe Security** – Launched proactive media program for memory safety and embedded systems security positioning.
- **Movius Corporation** – Relaunched secure messaging platform with financial sector focus. Secured Wall Street Journal, American Banker, and fintech trade coverage highlighting JPMorgan Chase deployment.
- **identity.digital** (Acquired Afilias 2020) – Led messaging transition post-M&A. Repositioned brand from domain registry to digital identity platform. Initiated new product media campaigns, resulting in 60+ qualified placements and a contract extension.
- **MadisonAlexander Public Relations** – Created a comprehensive media database and refined positioning strategy for secure data storage client. Delivered 60% increase in product reviews and tier-1 media placements.

### Chief Communications Officer | Music Daily & American Weekend Entertainment | New York, NY | 2024-Present

Direct integrated communications for Gen Z digital media platform and production company.

- Established media relations infrastructure, investor communications program, and internal communications rhythm
- Developed staff media training program, ensuring consistent brand messaging

## **Chief Communications Officer & Co-Founder | Cosmic Wire | Marina del Rey, CA | 2022**

Built communications function for Web3/blockchain startup from inception.

- Developed messaging framework for Seed A announcement, coordinating with CMO on business development and investor communications
- Established KPI/OKR measurement infrastructure and executive intelligence system

## **Director, Corporate Communications | Afilias Inc. | Horsham, PA | 2015-2020**

Led global corporate communications for a leading internet infrastructure provider, managing 300+ top-level domains.

- Orchestrated campaign achieving Guinness World Record for largest internet TLD migration (20M+ domains) with global media coverage
- Managed .WEB domain policy strategy with ICANN and Verisign, developing regulatory advocacy messaging
- Built a video/audio production facility for in-house social media and event production and global outreach
- Directed agency relationships across six countries, ensuring consistent global messaging

## **Senior Global Public Relations Manager | Trend Micro Inc. | Cupertino, CA | 2010-2013**

Managed global PR strategy for cybersecurity leader's product launches and crisis response.

- Increased 2010 consumer product launch media coverage 300% through an integrated strategy aligned with marketing
- Secured New York Times front-page placement for China cyber threat story, establishing company as nation-state intelligence authority
- Produced Washington DC cybersecurity policy event generating 3 CTO appearances on Fox News Channel, Washington Post, and above the fold coverage in the New York Times.

## **Senior Public Relations Manager | Microsoft Trustworthy Computing | Redmond, WA | 2008-2009**

Managed strategic communications for MSRC, SDL, Security Intelligence Report, Azure Cloud security, and HealthVault.

- Transformed HealthVault crisis response during SDK vulnerability discovery, coordinating technical, regulatory, and customer communications
- Directed media/analyst strategy for three Security Intelligence Reports

## **Senior Public Relations Manager | Panda Software | Glendale, CA | 2005-2008**

- Increased earned media coverage from 1,250 to 25,000 stories annually, elevated brand ranking from #12 to #4 (Ziff-Davis), contributing to \$25M revenue growth

## **KEY ACHIEVEMENTS**

- Board Member, Rush Philanthropic Arts Foundation (2023-Present)
- Built Live365 to #1 Internet Radio Network (Arbitron/Nielsen), earning Webby Award
- Named "Top 50 Internet Industry Executives" as Co-Founder & CEO of InterActive Agency

## **EDUCATION**

**Bachelor of Business Administration (BBA)** | Business/Music Minor | Belmont University, Nashville, TN

## **TOOLS & PLATFORMS**

Meltwater | Project management platforms | Communications dashboards | Content planning systems | Analyst relations platforms | Corporate intranet tools