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John Pirc is senior product line manager for HP TippingPoint, part of the Networking business unit at HP. In this role, Pirc and his team lead strategy development for the organization's next-generation security platform.

Pirc has held a number of high-level positions in the security industry. He has worked for the Central Intelligence Agency in Cyber Security, and as chief technology officer at CSG LTD, product manager at Cisco, product line executive for all security products at IBM Internet Security Systems and director at McAfee's Network Defense Business Unit.

Pirc has more than 15 years of experience in security research and development, worldwide security product management, marketing, testing, forensics, advanced persistent threats, and infrastructure architecting and deployment.

John Pirc recently co-authored *Cyber Crime and Espionage*, published in February 2011 and has second book *Blackhatonomics: An Inside Look at the Economics of Cybercrime* due to be published in July 2012.

In addition to a BBA from the University of Texas, Pirc also holds the NSA-IAM and CEH certifications. Pirc has been named a security thought leader by SANS Institute.