**PANKAJ SRIVASTAVA BIO - LONG//**

Pankaj Srivastava is a respected C-Suite executive and thought leader, with deep business experience leading large global corporations as well as burgeoning startups. His career includes roles as VP of Global Marketing for McAfee, where he pioneered and built the cybersecurity market’s popular revenue-driver, *Security-as-a-Subscription* service; Group COO of ZEO Alliance, where he managed a portfolio of startups across security, iOT, mobile gaming and tech support and developed product, marketing and sales strategies for each business; COO and CMO of FigLeaf, where he identified the need for a ‘privacy’ only category and led all operations, brand creation, marketing and research *(acquired by Aura)*; and CMO of White Sky, where he led a turnaround that took the company from a loss position to cash flow positive in under four years.

As the CEO and founder of [Practicalspeak](https://www.practicalspeak.com/), Pankaj continues to be tapped for his business acumen and marketing prowess by startups, scale-ups and major corporations worldwide. He believes genuine curiosity is the key to learning, developing new ideas, growing teams and businesses — a more refreshing approach than ‘knowing it all.’ Pankaj excels at helping companies develop strategies that punch through the status quo, unlock growth and create a lasting advantage.

He holds an MBA in Marketing and Finance from Iowa State University, and a Bachelor of Engineering degree from Thapar Institute of Engineering & Technology in India.