Sam Rubin

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Education/certifications

- B.A., political science, Emory University
- Certified Information Systems Security Professional ("CISSP")
- GIAC Certified Forensic Analyst ("GCFA")
- GIAC Critical Controls Certifications ("GCCC")

Sam Rubin is the Global Head of Operations for Unit 42 at Palo Alto Networks, where he leads the delivery of incident response and proactive consulting services across North America and directs the firm's global go-to-market strategy. An industry leading cybersecurity expert with over 20 years of experience, Sam has spent his career helping organizations defend against cyber threats. He has wide-ranging expertise in incident response, digital forensics, and cybersecurity risk management and has served as an expert witness in litigation matters stemming from cybersecurity incidents.

Prior to joining Palo Alto Networks, Sam was part of the executive team at The Crypsis Group, an incident response consulting firm acquired by Palo Alto Networks in 2020. In this role, he led business development and managed high-profile incident response engagements. Earlier in his career, Sam served as managing director and head of the west region digital forensic practice at Stroz Friedberg, where he began as a forensic consultant and incident responder.

A sought-after speaker and thought leader in the cybersecurity arena, Sam has contributed to significant industry publications and initiatives. He was a contributing editor for The Sedona Conference Commentary on a Reasonable Security Test (2021) and served as a working group member for the Institute for Security and Technology's Ransomware Task Force report on Combating Ransomware (2021).

Sam holds a B.A. from Emory University and has held numerous industry certifications, including Certified Information Systems Security Professional (CISSP), GIAC Certified Forensic Analyst (GCFA), and GIAC Critical Controls Certification (GCCC).