Austin B. Siford

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I am a software, security, and intelligence professional with extensive experience in managing security programs, discovering & combating emerging threats, product development, strategic intelligence collection, compliance, and successfully mitigating complex risk in large enterprises and high impact products impacting billions of people.

Work Experience

Salesforce, Inc.   2019–*Present*

Product Security Strategy & Advisory   (2025–)

- Lead Security SME, managed various security programs and activities for Salesforce Agentforce Commerce including security design reviews, security champions, incident response, security research, governance, risk, & compliance, and customer success.
- Agile coach, scrum master of multiple teams for organization of >100 members.

Product Security Foundations – Critical Services Security Controls   (2024)

- Member of **Generative AI-Security Focus Team**. Developed corporate standards, safeguards, and conducted security reviews of technologies incorporating the use of generative AI and training large language models.
- Led investigations into real-world adversarial abuse of retail, eCommerce, AI, and other high impact products, including fraud, bot networks, and organized criminal groups, designing platform-level mitigations and shaping cross-org security strategy.

Security Assurance, Product Security   (2019–2024)

- Lead Security SME for Commerce Cloud, Storefronts, Einstein AI, Developer Experience.
- Conducted full-stack assessments: design review, threat model, code review, penetration tests.
- Primary security escalation contact for B2C Commerce; on-call 24/7 coverage for incidents.
- Represented Salesforce in customer-facing capacities at events in the US & internationally.
- Assisted in the post-merger & acquisition of retail & eCommerce related businesses.

West Virginia University   2013–2019

Information Security

- Lead red teaming, penetration testing, and various cross-org information security activities.
- Ensured compliance w/ HIPAA, FERPA, PCI-DSS, NIST 800, GDPR, and other data protection, privacy, and institutional governance mandates.
- Promoted security awareness in University community w/ public support programs, media appearances, talks in academic settings, and through community security services.

AB Security   2009–*Present*

- General consulting and advising services via freelance, contract, and pro bono software development and security services.
- Led investigations into fraud & abuse with findings used in successful criminal prosecutions.
- Various retail & eCommerce, real estate & finance, home & construction services, news & media production, government agencies, and nonprofit educational organizations.
  - Incl. **Google**; **Codecademy (Ryzac, Inc.)**; **Fullscreen, Inc.**; **Travis CI (Idera, Inc)**; & others.

Education

West Virginia University   2013–*2018*[†]

Political Science, Computer Science

James Rumsey Technical Institute   2011–2012

Cisco Networking Academy, CompTIA A+