

# Jayne Fondren

Ashburn, VA

571.251.8813

jaynefondren@gmail.com

## Cybersecurity Culture & Engagement Executive | Human Risk Reduction | Strategic Storyteller

"I translate cybersecurity risk into culture-shifting stories that drive action because the future of security is human."

[www.linkedin.com/in/jaynefondren/](http://www.linkedin.com/in/jaynefondren/)

## PROFESSIONAL SUMMARY

Strategic cybersecurity culture and human risk leader with over **15 years** of experience driving impactful enterprise-wide education, awareness, and engagement programs, including **6+ years** in cybersecurity-focused behavior change. Proven track record of reducing human risk, strengthening compliance postures, and embedding secure behaviors into business-as-usual across global organizations. Known for building and scaling programs that make cybersecurity personal planning, onboarding, executive influence, and real-time behavior nudges. A collaborative and visionary leader who transforms complex risk narratives into compelling, actionable campaigns that drive measurable outcomes.

## CORE COMPETENCIES

- Cybersecurity Culture & Behavior Change
- Security Awareness & Engagement Strategy
- Risk-Based, Just-in-Time Training
- LMS Strategy & eLearning Integration
- Real-Time Slack & Email Interventions
- Phishing Simulation & Behavioral Analytics
- Stakeholder & Cross-Functional Leadership
- Human Risk Management & Reduction
- Executive Communications & Alignment
- Privacy & Compliance Education (GDPR, NIST, PCI)
- Creative Awareness Campaigns
- Onboarding & High-Risk User Training
- Policy Communication & Regulatory Alignment
- Storytelling for Security & Risk Narratives

## MANAGEMENT EXPERIENCE

*Global Lead, Cybersecurity Culture & Engagement*

*Apr 2022 - Current*

*Hewlett Packard Enterprise (HPE) Reston, VA*

Lead the global cybersecurity culture, communications, and awareness strategy for a Fortune 200 enterprise. Drive measurable human risk reduction by designing behavior-first education journeys, embedding just-in-time training, and unifying messaging across technical and non-technical audiences.

### Key Achievements:

- Mobilized the global Cybersecurity Awareness Month and the **"Protect for Points"** campaign, which combined gamification, executive storytelling, and Slack nudges. As a result, training participation surged by over **40%**.
- Implemented a centralized cybersecurity learning hub with a full internal training catalog, making access easier and enhancing user adoption.
- Developed and implemented a behavior-triggered training model that delivered real-time, risk-based nudges to high-risk user cohorts through Slack and email, enhancing user engagement and reducing security risks.
- Led executive involvement by converting security facts into stories related to other people, winning support, and making it more critical.
- Collaborated with privacy, legal, and compliance to ensure culture-matched rules, including GDPR, NIST, and ISO.

*Security Consultant IV – Risk Management*

*Jul 2019 - Apr 2022*

*Verizon - Dulles, VA*

Designed and led global cybersecurity behavior and training initiatives focusing on privileged access and transformation of the security mindset.

### Key Achievements:

- Led design and rollout of *Privileged User Access* training, achieving over **90%** global compliance and earning the *"Living the Credo"* award.
- Developed security engagement strategies aligned with IR, privacy, and policy teams to elevate frontline awareness.
- Served as lead speaker and content strategist for *"Tech Day"*, educating cross-functional teams on threat intelligence and incident response culture.
- Selected for the *"Women of the World"* leadership cohort focused on advancing cyber influence and visibility across enterprise networks.

*Senior Program Manager, Security Awareness & Training*

*Jan 2018 - Feb 2019*

*Verizon Media (via Optomi) Dulles, VA*

I built and scaled a comprehensive global security education program on behavioral risk mitigation and creative user engagement.

### Key Achievements:

- Co-founded "Security University" and spearheaded the effort: a global technical training initiative delivering over **12,000** hours of specialized content on cloud security, mobile security, and threat modeling, enhancing cybersecurity skills across technical teams.
- Collaborated with creative teams to gamify and theme campaigns, resulting in increased adoption and retention across diverse user groups.
- Led internal security awareness campaigns through email, blogs, microsites, and a learning management system (LMS) to unify messaging and enhance enterprise-wide engagement.

*Learning & Development Program Manager*

*Nov 2014 - Nov 2017*

*Maxim Healthcare - Columbia, MD*

I developed and directed the enterprise compliance training strategy for over **25,000** employees as part of a Corporate Integrity Agreement.

**Key Achievements:**

- Maintained a **98%** completion rate across seven mandatory compliance courses related to the CIA.
- Implemented optimizations for the Learning Management System (LMS) and improved user journeys, leading to a **25%** increase in engagement.
- Achieved **\$75,000** in cost savings by transitioning from live training sessions to hybrid digital delivery models.

**EARLIER CAREER EXPERIENCE**

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**Microsoft & Navy Federal Credit Union** (2001 -2014)

**Key Achievements:**

Led enterprise-wide learning programs that integrated instructional design, structured onboarding, and dynamic employee engagement strategies to support organizational growth

- At **Microsoft**, managed **50+** trainers, developed scalable customer education, and earned the "*Leadership Excellence Award*" for team performance and innovation.
- At **Navy Federal**, designed blended learning for **7,000+** employees and were recognized with the *Sustained "Superior Performance Award "* for learning innovation.

**CERTIFICATIONS & TRAINING**

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- **CompTIA Security+** | Valid through March 2028
- **CompTIA Network+** | Valid through March 2028
- **Verizon Cybersecurity Accreditation Program (VCAP)** | 2021

**EDUCATION**

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*Bachelor of Science: Cybersecurity Management & Policy* *Dec 2025*  
*University of Maryland – Global Campus*