

## Deduce Announces Expansion of Executive Team

Cybersecurity and fraud prevention leader promotes Robert Panasiuk to CTO; adds Andy Sheldon as VP Marketing and Adish Kasi as VP Sales



**New York City, New York Nov 16, 2021** ([IssueWire.com](https://www.issuewire.com)) - [Deduce](https://www.deduce.com), one of the world's fastest-growing leaders in cybersecurity and fraud prevention, has announced several key expansions to its executive team, with the addition of **Adish Kasi** as Vice President of Sales, **Andy Sheldon** as Vice President of Marketing, and the promotion of Vice President **Robert Panasiuk** to Chief Technical Officer.

Both Kasi and Sheldon come to Deduce with previous experience in the cybersecurity fraud prevention space, as Sheldon joins from Agari, where he was Vice President, Growth Marketing, and Kasi teams up after a sales leadership role with Shape Security (F5 Networks). Panasiuk, meanwhile, has spent nearly two years helping to build the largest U.S. identity network and the Deduce Insights and Alerts products from the ground up.

"It's a privilege to add the leadership skills of Andy and Adish to the Deduce team, and to expand Robert's role to CTO," comments Deduce CEO **Ari Jacoby**. "Andy and Adish both bring extensive knowledge and experience in security to Deduce, as well as a passion for fighting fraud. Robert has been a formidable resource as VP Product, and his new role as company CTO will allow him to be an even greater asset in the days to come. All three are established leaders who will help Deduce to continue to expand its role at the forefront of security and fraud prevention, while bringing vital experience that will help to ensure our trajectory of continued growth and expansion."

All three executives share Deduce's core commitment to leveraging the power of shared data to prevent identity and new account fraud while using collective intelligence to enhance and improve the trusted user experience. As an experienced marketing executive with a distinguished career in the fields of security and tech, Andy Sheldon is a brand builder and sales pipeline generator whose career has included leadership roles with Agari, Conga, and Unifi Software. Adish Kasi joins Deduce after several years as part of the Shape Security team, where he was part of a successful acquisition by F5 Networks. CTO Robert Panasiuk has already been instrumental in Deduce's growth, and he brings over a decade of hands-on experience in the delivery of vital risk, fraud, and security solutions for many of the world's leading organizations in Retail, Travel, Banking, and Payments.

"Deduce is making a name for itself as it works to protect businesses and their customers from security risk and identity fraud," adds **Jacoby**. "I'm inspired by the expertise and passion Robert, Andy and Adish bring to Deduce. They join at a time when our company is experiencing explosive momentum in changing the way we view and fight online fraud."

## About Deduce

Dedicated to democratizing cybersecurity, risk, and fraud technologies, Deduce prevents consumer-facing Account Takeover (ATO) and registration fraud via the constantly growing Deduce Identity Network—the largest real-time identity graph across cyber risk and fraud in the U.S. today with over 400M profiles and in excess of 1.2B daily activities. The Identity Insights and seamlessly integrated Customer Alerts products are both accessible via a developer-friendly deployment model. Honors and awards include 2021 Fortress Cyber Security, Global InfoSec, and silver Edison Awards, as well as spotlights from Fast Company, Artificial Intelligence Excellence, and more. To learn more, please visit [www.Deduce.com](http://www.Deduce.com).

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