

# CXO

TIME

## AWARDS 2024



**A**aron  
*Ardiri*  
- CEO of RIoT Secure









**A**aron Ardiri, CEO of RIoT Secure, is leading a transformative journey in the Internet of Things (IoT) and cybersecurity sectors, addressing the growing need to protect connected devices. As connectivity proliferates, safeguarding infrastructure and personal information becomes paramount. RIoT Secure specializes in developing tools and strategies to mitigate cyberattacks across a device's lifecycle, from deployment to decommissioning. Under Aaron's leadership, the company integrates cutting-edge technologies like artificial intelligence (AI) and machine learning (ML) with proactive cybersecurity measures, emphasizing localized decision-making to minimize reliance on the cloud. His role as CEO is multifaceted, encompassing strategic vision-setting, product development oversight, and financial management. He collaborates closely with technical teams to ensure RIoT Secure's solutions remain ahead of IoT security challenges. A significant focus is

on attracting investments to expand the company's global reach. Aaron's daily efforts revolve around refining next-generation IoT security offerings, such as AI at the edge and lifecycle management, which includes secure over-the-air updates and robust authentication mechanisms. RIoT Secure's industry recognition has opened new opportunities, affirming its impact in the fast-evolving IoT security domain. Aaron has been honored with the title of "Most Influential CEO Leading the Journey of IoT Security" by The CXO Time.

Aaron envisions a future where AI and ML at the edge transform IoT applications. Localized decision-making enhances security and reduces latency by eliminating reliance on cloud processing. Lifecycle management is another priority, ensuring IoT devices remain secure through regular updates and maintenance. These advancements reflect Aaron's commitment to future-proofing IoT development. His entrepreneurial journey began with a bold decision to bootstrap RIoT Secure, avoiding early external investment. This approach allowed the company to focus on innovation and real-world deployments, such as its success with SAS Ground Service Handling at Arlanda Airport. This strategy validated RIoT Secure's solutions and laid the foundation for its growth.

Leading a complex three-year AAA project with EIT Digital, Aaron applied AI and ML to predictive maintenance, navigating logistical challenges exacerbated by the pandemic. This experience reinforced the importance of collaboration and adaptability, solidifying RIoT Secure's market position. The company's culture emphasizes collaboration, innovation, and ownership, fostering a creative and resourceful environment. RIoT Secure's industry recognition has opened new opportunities, affirming its impact in the fast-evolving IoT security domain. For Aaron, these accolades strengthen his resolve to create innovative solutions that address real-world challenges, ensuring RIoT Secure remains a leader in IoT lifecycle management and cybersecurity.





## Traits that make Aaron Ardri an exceptional leader:

- **Innovative Thinking**

5.0 ★★★★★

- He consistently leverages cutting-edge technologies like AI and ML to address complex challenges, ensuring robust and forward-looking solutions.

- **Strategic Decision-Making**

4.5 ★★★★★

- By bootstrapping RIoT Secure, Aaron focused on building a solid product foundation without external pressures, ensuring sustainable growth

- **Collaborative Approach**

5.0 ★★★★★

- Aaron fosters a culture of teamwork and open communication, which drives innovation and strengthens problem-solving capabilities.

- **Commitment to Excellence**

4.5 ★★★★★

- Aaron's dedication to delivering secure and scalable solutions underscores his commitment to exceeding customer and industry expectations.

- **Visionary Leadership**

5.0 ★★★★★

- Aaron's ability to anticipate and adapt to industry trends has positioned RIoT Secure at the forefront of IoT security. Navigating challenges such as the pandemic and complex projects has showcased his ability to adapt and persevere under pressure.

Ashley Henry

# CXO TIME

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A billboard advertisement for Guitar Center's Rockalizer logo generator. The billboard features a woman on the right side, smiling and making a rock hand gesture. The background of the billboard shows a room with posters of bands like FDC and AC/DC, and a red electric guitar. The main text on the billboard is "ROCKALIZER" in a large, stylized, red font with a white outline and a lightning bolt symbol between the words. Below the main text, it says "MAKE YOUR OWN FREE BAND LOGO AT [GUITARCENTER.COM/ROCKALIZER](http://GUITARCENTER.COM/ROCKALIZER)".

**ROCKALIZER**

MAKE YOUR OWN FREE BAND LOGO AT [GUITARCENTER.COM/ROCKALIZER](http://GUITARCENTER.COM/ROCKALIZER)







 **Guitar  
Center™**  
ROCK YOUR WAY





# Aaron

# *Ardiri*

~ CEO of RIoT Secure

“Innovation is at the heart of what we do pushing the frontiers of IoT security into a new frontier.”





The future  
belongs to those  
who fear not  
innovating  
and breaking  
the rules.





**I**oT and cybersecurity are now growing to be an ever more prominent slice of the larger pie of connected smart devices. As connectivity continues to grow, so does its protection, which becomes the very core aspect of protecting personal information as well as infrastructure. The company specializes in developing tools and strategies to fight cyberattacks that command and control the lifecycle of all devices from deployment, through live updates, to eventual decommissioning. The security architecture needs to be adjusted as deployed edge technologies start including AI and machine learning, and this calls for localization of decisions and minimal reliance on the cloud. Aaron Ardiri is the CEO and founder of RIoT Secure AB, who has ventured into the integration of cutting-edge technology with proactive cybersecurity. His work is balancing the technical and business sides of a rapidly growing IoT security company.

### **Balancing Leadership and Strategy**

Aaron's daily activities as CEO of RIoT Secure AB are numerous and dynamic. His work is centered around trying to push the strategic vision of the company and ensuring that technical solutions offered by the firm are in line with market demands. Aaron works very closely with development and technical teams to ensure that the products developed by RIoT Secure meet the increasingly evolving demands for IoT security and remain at the front side of any potential future vulnerabilities. Another key component of his work involved raising investment for the expansion of operations that ultimately reached them globally.

"My daily responsibilities involved overseeing operations, guiding product development, handling financial strategies, and courting investors and partners," Aaron said. I work closely with our technical teams to ensure that our solutions stay up to date with the evolving challenges of IoT security.

One of the most important missions for him currently would be to attract investment so that proven solutions in security offered by RIoT Secure can reach a much larger global market. He is working on shaping the next-generation offerings from RIoT Secure, ensuring these remain ahead of emerging trends, such as AI at the edge and machine learning.

In the long term, Aaron wants RIoT Secure to be the leader in lifecycle management of IoT security and, meanwhile, help create a collaborative and innovative company culture.

### **A New Beginning for RIoT Secure AB:**

Catalyst for change sensing how great the need was for security in IoT systems, Aaron came forward with a concept to form RIoT Secure AB.

Security issues were swept aside with regard to the growth of IoT technologies that was so rapid that the said devices remained wide open to vulnerabilities. The incident that led to the development of RIoT Secure was a hijacked truck wreaking havoc and leaving a lot of damage in its wake in Stockholm. Aaron understood how things would have turned out differently if these IoT technologies had been put into perspective with security in mind.

"We saw a growing need for solutions to secure IoT devices, especially as the industry matured. Initially, our focus was on defining technologies to secure those devices, but as we moved forward, we realized there was also a great need for lifecycle management to ensure the safety of devices throughout their lifespan," Aaron says.

Since its inception in 2017, RIoT Secure matured to become an advanced security solutions firm using a patented communications protocol along with a highly innovative model of a hardware sandbox as a way to solve issues of the security world that IoT was exposed to. Scalable technologies by the company give developers their ability to innovate without any burden on such security problems.

### **Technological Innovation: The Future of IoT Security**

The advance of IoT technologies comes with advanced security that will secure its use. AI and machine learning at the edge of a few of the major developments, especially for Aaron, are about the Internet of Things. It would be extremely valuable if such major decisions could be taken locally, not requiring transfer cloud-based processing; it increases the security of such data but also reduces latency since it refrains from transferring sensitive information back to the cloud.

"AI and ML at the edge can revolutionize IoT applications. Developers should work toward infusing these technologies into such resource-constrained environments that there can be local decisions but without cloud connectivity," added Aaron, hinting at the fact this transition cuts down latency and bumps up security.

Lifecycle management is something that has become increasingly important with time. Developers have been entrusted with this added responsibility of sending periodic updates and maintenance to keep IoT devices secure over the years. All these require parts of future-proof IoT development: secure over-the-air updates, partial firmware downloads, and robust authentication mechanisms. All these would become key points of focus for Aaron in assuring the life and safety of IoTs.

### **Taking Risks to Achieve Success**

Like most successful entrepreneurs, Aaron has been risky. Some of those have proved invaluable. Perhaps the biggest risk he ever took was in starting RIoT Secure AB as a bootstrapped company. He avoided taking early external investment and instead focused on building a strong product and proving its value through real-world deployments. This set the company free from being caged down by outer pressures associated with funding. The decision to bootstrap the company was daunting, but it was deliberate. It allowed us to focus on building a robust product and proving its value through real-world deployments, such as our success with SAS Ground Service Handling at Arlanda Airport. This approach gave us the freedom to innovate without external pressures, Aaron explained.

In hindsight, Aaron believes this risk was well taken because it not only proved that the solutions the company was proposing were indeed correct but also that RIoT Secure could bring meaningful value to customers in as competitive a space as IoT security.

### **Challenges and Learnings: Managing Complex Projects**

One of the biggest projects Aaron led was a three-year AAA project with EIT Digital. RIoT Secure was going to be the lead partner applying AI and machine learning at the edge toward predictive maintenance. Coordination with many stakeholders in various countries makes this project even more complicated by the logistical challenges that the pandemic brings.

Despite these challenges, it was a success. The experience taught Aaron some of the most valuable lessons about clear communication, flexibility, and perseverance. "This experience reinforced the importance of collaboration and how innovative ideas thrive when diverse teams work toward a common vision. It also validated our platform's capabilities," he said.

It was able to solidify RIoT Secure in the market and lay down a foundation for future growth. This was proof that the company indeed could overcome whatever challenges came its way and deliver innovative solutions securely.

### **A Strong Passion for Technology**

Aaron entered the high-tech world through early interest in home computing and game consoles. That passion in technology led him to pursue a computer science degree, where he started honing his skills. His entrepreneurial career began when mobile computing was in its early days, at a time when few tools and frameworks existed and most things had to be built from scratch.

This is the environment that provided him with food for ideas for his innovation, which ensured he went well in technology and cybersecurity sectors. "This happened when mobile computing was at its nascent stage. Aaron reflected that he started doing entrepreneurial work when resource-constrained devices needed software development at a time requiring ingenuity and adaptability".

This early exposure to limitations instilled in him a problem-solving attitude that has ever shaped his career. The struggles Aaron experienced those years birthed an approach toward innovation and how he should engage with very complex problems. The

### **Culture of RIoT Secure AB**

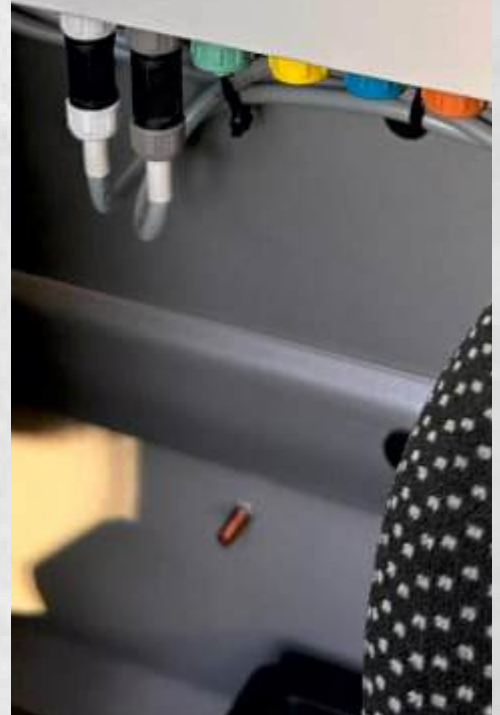
The Culture of RIoT Secure AB is described as the terms of collaboration, innovation, and adaptation. The company is bootstrapped, so there is resourcefulness and efficiency among the entire team. Ethos is built around taking ownership over the work undertaken by every member of the team through transparency and open communication, which opens up a creative environment to bring out the technical competence.

"We encourage all teams to think outside the box, embrace challenges, learn, and grow. We believe in solving some complex problems and making an impact in the real world," Aaron shared.

The process has engaged the company toward working with collaboration and innovations toward success while, in the meanwhile, providing positive, dynamic work environments toward growth and development at every level.



Every business  
obstacle becomes  
a learning  
opportunity  
and allows  
you to adapt,  
then grow





## Industry Recognition

The challenging but cheery step Aaron says that this kind of industry recognition humbles him and motivates him in no way to change the way he approaches work but reconfirms belief in the company's mission and validates all risks taken. Industry recognition opened new partnerships and opportunities for RIoT Secure and thus increased its profile in the market.

“Receiving that industry recognition has been motivating. It reminds us of the impact we can make and inspires us to set even higher standards for ourselves,” Aaron said. Recognition hasn't made Aaron change his core approach to work but has strengthened his commitment toward creating innovative solutions that address the real issues of this fast-changing domain of IoT security.

## Guide for Ambitious Technologists

One easy-to-remember yet meaningful recommendation Aaron suggests to people in seeking further progression in the technology field is to always be curious and to keep learning more. The world of technology changes very rapidly, and the person who keeps adapting and is open-minded does well. “Focus on building a strong foundation in the fundamentals while being aware of emerging trends like AI, machine learning, and IoT. One will always stay keen to surround oneself with mentors and collaborators passionate about innovation,” said Aaron.

Persistence is also very important. Failure and setbacks are inevitable, but they also become learning and growth experiences. Most rewarding achievements arise out of tackling problems that no one else considers solvable.





A man in a blue jacket and bow tie has his face completely covered by a dense mass of bright red streamers. He is holding the bottom of his jacket with both hands. The background is a plain, light grey. In the top right corner, there are three small icons: a pair of scissors, a comb, and a hairbrush. In the bottom left corner, there is a green square logo with a white stylized '2' and the text 'COIFF YOUR SUCCESS' and 'WWW.COIFFYOURSUCCESS.CH'. The text 'CELEBRATE YOUR HAIR' is written in large, bold, white capital letters across the lower part of the image.



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