

CHARLES HALL

Partner Architect · Cybersecurity Technology Strategist ·
Palo Alto Networks Cortex & Strata

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WHO I AM

Professional Summary

Partner Architect and technology strategist with 14+ years driving technical vision and large-scale platform adoption across endpoint, identity, cloud, and Next-Gen SIEM. Trusted advisor to partners and C-level customers — crafting long-range strategic vision, adoption roadmaps, and market-facing thought leadership. Lead partner engagement for Palo Alto Networks' Strata and Cortex platform (XDR, XSOAR, Xpanse, Cortex Cloud, and the autonomous SOC platform XSIAM), designing technical enablement programs that accelerate partner success. Happily employed and building — open to **conversations with leaders** in Partner Architecture, Technical Enablement, and Alliances Engineering. The best ideas in this industry show up in conversation, not applications.

Specialize in **XDR, SOAR, and Next-Gen SIEM** solutions that enable security teams to streamline workflows, enrich threat intelligence, and dramatically improve incident response. Translate complex Cortex architecture into compelling executive briefings, adoption roadmaps, and market-facing thought leadership for both technical and non-technical audiences. Passionate about mastering emerging technologies and fostering high-performing, collaborative environments.

WHAT I DO

Core Competencies

- Strategic Advisory & Executive Briefings
- Security Architecture (Endpoint, Cloud, Identity, SIEM, IR)
- Adoption Roadmaps & Maturity Planning
- C-Level & EBC Engagements
- Competitive Analysis & Market Intelligence
- Partner Enablement & Technical Storytelling
- Thought Leadership & Conference Speaking
- Corporate Security Strategy, Governance & Policy
- Cross-Functional Collaboration (Product · Sales · Marketing · Eng · Services)

TRACK RECORD

Professional Experience

Partner Architect & Advisor — Palo Alto Networks

2024 – Present

Optiv, Inc. · Remote

- Serve as **trusted technology strategist and Palo Alto Cortex advisor** for Optiv's largest cybersecurity practice, delivering strategic direction and technical vision to customers, partners, and C-level executives across endpoint, identity, cloud, and Next-Gen SIEM.
- Lead **high-impact Executive Business Center (EBC) engagements and workshops for C-level leaders**, translating Cortex architecture into business-aligned adoption roadmaps that accelerate platform expansion and time-to-value.
- Drive cross-functional collaboration with Product, Sales, Marketing, and Delivery teams as strategic escalation point for complex multi-domain opportunities, including discovery, scoping, and effort estimation.
- Create and maintain **thought leadership assets** — field demos, talk tracks, best-practice guides, integration playbooks, and competitive analysis — to improve presales consistency and strengthen Cortex positioning.
- Shape long-range technology roadmaps for enterprise customers, enabling new market entry and TAM expansion through strategic technology partnerships and emerging security concepts.
- Conduct ongoing **threat landscape research (nation-state, e-crime, hacktivist)** to inform strategic recommendations and customer engagements across industries.
- Partner with customers to design and implement Cortex solutions (XDR, XSOAR, Xpanse, XSIAM), streamlining workflows and strengthening threat detection and response.
- Design and deliver technical enablement programs for focus partners, increasing their Cortex capabilities and revenue growth; train internal systems engineers and stakeholders on the autonomous SOC platform.
- Built the **Discovery Lab** — an interactive customer-facing discovery environment replacing traditional PowerPoint decks — along with the **XSIAM AI Optimizer, XDR Optimizer, and NGFW Policy Benchmarking** engines, all shipped as a single Partner Architect.

Pre-Sales System Engineer — Cortex

2019 – 2023

Palo Alto Networks

- **Exceeded sales targets in the TOLA region, achieving 120% of assigned quota**, contributing to revenue growth and partner satisfaction.
- Conducted comprehensive technical training programs for nationwide partners on Cortex, XDR, XSOAR, Xpanse, and XSIAM.
- Orchestrated development and implementation of XSOAR playbooks, streamlining incident response and reducing resolution times.
- Served as **North American XSOAR Channel Systems Engineer**, partnering with customers to build playbooks, enable integrations, and create strategic orchestrations that advanced cybersecurity goals.
- Spearheaded high-impact partner events showcasing the full technology stack and building long-term relationships.
- Designed and executed technical enablement plans that strengthened partners' cybersecurity practices and service quality.
- Delivered consulting services to channel and MSSP partners, identifying growth opportunities and performance improvement areas.

Channel System Engineer

2016 – 2019

BlackBerry Cylance

- Conducted in-depth technical enablement sessions for channel partners on endpoint protection, threat detection, and risk-mitigation strategies.
- Orchestrated hands-on training workshops that equipped partners to identify vulnerabilities and build tailored risk-management plans.
- Facilitated proof-of-concept initiatives, successfully demonstrating Cylance's value proposition to client bases.
- Developed technical documentation and best-practice guides to help partners fully leverage the Cylance product suite.
- Served as primary technical advisor for channel partners and MSSPs across pre-sales, implementation, and post-sales, optimizing solution fit and performance.
- Supported sales teams with technical expertise in bids and proposals, directly contributing to revenue growth and exceeding key targets.

Product Manager

2012 – 2016

HSF Affiliates LLC

- Owned strategic SaaS, mobile, and cloud platforms for real estate franchise networks — cross-functional roadmap ownership, KPI monitoring, stakeholder communications.
- Established the product management foundation that still shows up in every enablement program and platform I ship today.

Professional Services Engineer

2011 – 2012

Hirsch Identive

- Led complex integrations for identity and biometrics systems across hardware, virtualization, and cloud — built fault-tolerant architectures and ran high-availability SQL Server deployments.

QA Manager

2005 – 2010

Fidelity National Commerce Velocity LLC

- Built and managed a multinational test automation framework team — first experience running a distributed team across time zones. Owned QA best practices, performance reviews, and risk management for financial-grade software.

Quality Assurance Engineer

2003 – 2005

eEye Digital Security

- Cut my teeth on vulnerability management, network security scanners, and IPS products. Wrote master test strategies and QA process documentation — the habits that still show up in how I run programs today.

FOUNDATIONS

Education & Certification

California Baptist University

B.S., Information Systems
Management

San Bernardino Valley College

A.A., Commercial Arts

Palo Alto Networks

PSE-Cortex-Pro-24 Certification

PLATFORMS & PROGRAMS I SHIP

Signature Portfolio

Discovery Lab

Product owner, architect, full-stack engineer

Stack / scope: Next.js 15, TypeScript, React Server Components, Tailwind, serverless APIs, OpenAI, dynamic assessment router

- Shipped the interactive customer discovery experience that **retired the traditional PowerPoint deck** for Optiv's Palo Alto Cortex practice — customers now discover their own pain points in a guided workshop instead of watching slides.
- Engineered a dynamic routing layer that reads the customer's stated pain signals and hands them off into the right assessment tool (**XSIAM AI Optimizer**, **XDR Optimizer**, or **NGFW Policy Benchmarking**) without breaking the workshop flow.
- Designed session state, save/resume, and exportable customer deliverables so field teams can walk out of a workshop with a customer-ready artifact in hand.
- Rolled out as the primary discovery surface used with enterprise customers and the Executive Business Center motion.

XSIAM AI Optimizer

2025 – Present

Creator, lead architect, sole engineer

Stack / scope: Next.js 15, TypeScript, OpenAI, RAG over Palo Alto reference-SOC data, scored assessment engine

- Built an AI-driven assessment platform that **benchmarks a customer's live XSIAM deployment against Palo Alto Networks' internal reference SOC** — coverage, automation maturity, analyst workload, and rule quality.
- Outputs a defensible, recruiter-friendly analysis of what XSIAM is actually delivering today: coverage gains, analyst hours recovered, tool-consolidation savings, and time-to-detect improvements.
- Purpose-built to support the **XDR Go Big displacement motion** as a faster, more credible alternative to months-long services-led assessments.
- Now surfaced inside the Discovery Lab, replacing the prior public-facing `scalemysoc.com` entry point.

XDR Go Big — NAM Program & Reporting Infrastructure

2024 – Present

Program lead (Optiv × Palo Alto Networks), North America

Stack / scope: Cross-org campaign design, executive XLSX reporting, weekly progress cadence, campaign-code discipline, partner enablement

- Own **end-to-end program leadership for the XDR-GB-NAM-2026 campaign**, coordinating Optiv's Partner Director and Palo Alto's Channel SE leadership, National Partner Business Manager, Channel Systems Consultant, and Endpoint COE directors on a single measurable motion.
- Built the **executive XLSX program dashboard** — activity log, pipeline summary, and progress-to-goal tracking (including the \$100M pipeline target) that reads cleanly for both Optiv and Palo Alto leadership.
- Authored the **weekly progress-report cadence and campaign email sequence** that keeps Partner Directors, Channel SE leadership, and the Endpoint COE aligned without a standing meeting.
- Codified the **campaign-code discipline** for how XDR-GB-NAM-2026 shows up on internal vs. external surfaces — pricing visible internally, quantities and campaign code externally — protecting approved deal registration.
- Rebranded the **Play Studio** as the **XDR Deal Accelerator** and shipped the Discovery Lab as the public-facing asset for the program, replacing traditional slide decks with a scenario-driven customer experience.

Palo SKU Decoder

2026 · Live

Creator, architect, sole engineer (inside EchoR platform)

Stack / scope: Next.js 15, TypeScript, live Palo Alto SKU catalog integration, internal/external view generator

- Built the **decoder ring for Palo Alto quotes** — ingests a raw quote, resolves every SKU, and produces an internal deal-desk view with discounted pricing and campaign codes plus an external customer-safe view showing only products and quantities.
- Eliminates the hand-translation tax every partner architect and channel SE was paying on every Palo Alto quote — cycle time measured in minutes instead of days.
- Enforces the campaign-code discipline behind XDR Go Big (XDR-GB-NAM-2026, Go Big discount tiers) so approved deal registration stays clean from discovery through the quote.
- Shipped as a first-class app inside the EchoR suite — same tool every PA uses, not a one-off spreadsheet.

XDR Optimizer

2025

Creator, architect, engineer

Stack / scope: TypeScript, scenario-based quantification engine, CFO-ready business-case outputs

- Built a decision-support tool that **quantifies the business case for migrating from CrowdStrike, Microsoft, or Elastic into XSIAM** — removing the biggest stall point in the displacement conversation.
- Translates technical coverage deltas into dollar-value, analyst-hour, and time-to-detect metrics a CFO or CISO can defend in budget committee.
- Used by Optiv field teams as a front-door asset in competitive opportunities and in EBC briefings.

NGFW Policy Benchmarking

2025

Creator, architect, engineer

Stack / scope: Policy parsing & analysis engine, multi-vendor rule comparison (PA / Cisco / Check Point / Fortinet), risk ranking

- Built a **policy-analysis engine that keeps security policies aligned and defensible across mixed-vendor firewall estates in real time** — continuous benchmarking instead of a once-a-quarter audit.
- Detects policy drift, shadowed rules, and weakened zones the moment they happen, with a remediation path ranked by risk.
- Designed to live inside partner-led programs and MSSP offerings — not a one-time consulting engagement.

EchoR / Signal Tide

v1.0.3 · 2024 – Present

Creator, full-stack engineer (sole contributor)

Stack / scope: Next.js 15, TypeScript, Postgres, RAG/LLM enrichment, role-based access, versioned exports

- Built the **internal backbone platform for Partner Architects** — play generation, knowledge capture, enrichment, and partner-facing exports — now surfaced through the Discovery Lab.
- Replaces the ad-hoc mix of slides, Notion pages, and one-off spreadsheets the PA team used to run on, giving the function a real system of record.
- Institutional memory the PA team should already have: curated integration guides, battle cards, and customer-facing assets with review gates and access tiers.

Partner Architect Knowledge Base

2024 – Present

Owner, editorial lead, platform operator

Stack / scope: Access-controlled repository, editorial pipeline, tiered permissions, publish-ready criteria

- Stood up a **curated, access-controlled repository** of technical integration guides, battle cards, and customer-facing assets — managed with the same discipline I'd expect from a documentation org.
- Defined review gates, publish-ready criteria, access tiers, and a todo-driven editorial pipeline so contributions stay high-signal and on-brand.
- Example in flight: the XSIAM + AWS S3 Integration Guide, held in editorial until access controls are verified.

THOUGHT LEADERSHIP

Published Writing

The Autonomous Security Enterprise: Balancing Innovation, Compliance and Trust

Optiv Insights · Apr 2026 · Sole author

Agentic AI is rewriting the SOC — but the governance clock is running out. A field perspective on what CISOs and boards actually need to do before 2026's AI regulations land.

- Argues AI governance must ship **alongside** agentic deployments, not after — with the EU AI Act, NIST AI Agent Standards, and ISO 42001 all landing in 2026.
- Maps a practical rollout: visibility first (CLARA), secure the AI attack surface (Prisma AIRS 3.0 across 25+ known AI threat patterns), then consolidate the platform so there is one audit trail to defend.
- Makes the accountability case — audit trails, RBAC, and authorization boundaries have to exist before autonomous agents isolate endpoints or revoke credentials.

Read it: <https://www.optiv.com/insights/discover/blog/governed-agentic-future-security>