
Global Security Sales Leader, Denise Hayman, Joins Neustar

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Ms. Hayman Named Vice President of Sales, Focusing on Neustar's Security Services

[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that security sales veteran, Denise Hayman, joins the Neustar sales team to focus on the high-growth enterprise security market.

With more than 25 years of sales leadership experience, Ms. Hayman joins Neustar most recently from the Santa Clara, Calif.-based advanced threat defense platform, Cyphort, where she served as Vice President, Global Sales and Channels.

“Denise is a great sales leader who knows how to grow revenues in a very competitive environment,” said Brian Foster, Senior Vice President of Information Services, Neustar, Inc. “She brings a solid understanding of security technology, a keen insight into current market dynamics, and a proven track record of success.”

Neustar serves more than 14,000 customers around the world and offers security services including DDoS protection, DNS services, fraud detection, and website performance monitoring.

“As security attacks happen more frequently and become more sophisticated, companies know that having a safe online presence not only enhances their reputation but also improves sales,” said Denise Hayman. “Neustar offers world-class security services and I’m excited to help customers find the best options to protect their brands.”

A DDoS attack denies use of a website, server, network or other Internet services to its users. When these users are customers who are unable to access a website to browse, buy or compare prices, significant damage is done to the business, not only in terms of sales revenue but also to reputation – according to a recent [Ponemon Institute study](#), 88 percent of consumers lose trust in a brand when the website is off-line or unavailable.

Neustar also features comprehensive DNS protection that provides a secure and reliable online presence. With clients ranging from Fortune 500 to the Alexa Top 100 online businesses, Neustar features best of breed technology that ensures a flawless online experience. Neustar’s DNS service also provides scalability, top-tier

security from DDoS attacks, and expert support from its Security Operations Center.

In late March, Neustar will release its full Security Operations Center (SOC) report, which will detail attack sizes, strategies and stories from Neustar's SOC. The report is comprised of attacks that Neustar has defended on behalf of its clients in 2015. No client names or identifying information will be provided in the report.

About Neustar

[Neustar](#), Inc. (NYSE: NSR), is the first real-time provider of cloud-based information services, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at <https://www.neustar.biz>.