



Recognise
Your Customer

authID.ai Announces Enterprise Security Veteran Jeremiah Mason Joins as SVP, Product

September 28, 2021

DENVER, CO – Sept. 28, 2021 (PRWEB)– [authID.ai](https://www.authid.ai) [Nasdaq: AUID], a leading provider of secure, mobile, biometric identity authentication, today announced that enterprise security software veteran Jeremiah Mason has joined the company as Senior Vice President for Product, reporting directly to CEO Tom Thimot. In his new role, Mason will be responsible for product vision, strategy, and direction of authID's Identity as a Service (IDaaS) solutions, including its flagship technology, [Verified](#).

With strong roots in enterprise security solutions, Mason has deep experience designing highly secure authentication systems to address security needs and deliver unique authentication products across regulated industries including healthcare and financial services. Most recently, Mason was Senior Product Manager at Beyond Identity, an identity authentication provider. Prior to that he was Manager of Research and Discovery for Imprivata, an international healthcare IT company, where he oversaw the team helping to bridge the gap between customer problems and innovative technology. Under his leadership, the team increased the year-over-year (YoY) conversion of concepts to product delivery and patent applications by more than 200%.

"Jeremiah brings a rare combination of innovation and strategy, focused on important customer challenges. With deep experience leading cross-functional groups to design, develop, and deliver industry-leading identity authentication solutions, Jeremiah's expertise is second to none," authID.ai CEO Tom Thimot said. "All of us at authID are thrilled to welcome Jeremiah to our growing team."

Prior to his tenure with Imprivata, Mason managed and grew \$100M+ hardware and software product lines at Dell EMC where he set the product vision, strategy and roadmap for backup and disaster recovery solutions. He graduated from Wentworth Institute of Technology with a B.S. in Computer Networking and Information Systems. He also earned a Certificate in Disruptive Strategy from Harvard Business School.

In his new role, Mason will drive go-to-market strategies to help increase growth and lead the creation and delivery of new product concepts that will eliminate one-time passwords and knowledge-based authentication. The average Internet user has 100 passwords, many of which must be reset on a regular basis through a series of manual steps that may even require a costly customer support call. As SVP of Product, he will focus on product design, market needs, user research, and the delivery of a comprehensive portfolio of biometric authentication solutions.

"Security and user experience no longer need to be a trade-off. At authID, we authenticate human users, not devices. We are laser-focused on providing simple and easy-to-use biometrics to replace those pesky one-time passwords and insecure challenge questions," Mason said. "Verified, authID's biometric authentication technology, helps financial, healthcare, and eCommerce enterprises free their eliminate the risks and costs of password and delights their customers with secure, seamless authentication experiences," Mason added.

Specifically engineered to replace passwords, Verified provides enterprise customers with 99.995% accurate user facial matching. With an easy-to-integrate IDaaS platform, authID stops fraudulent account takeover and identity spoofing by biometrically authenticating a person's identity in a real-time, seamless user experience.

About authID

authID.ai (Nasdaq: AUID), formerly Ipsidy, provides secure, mobile, biometric identity authentication products through an easy-to-integrate Identity as a Service (IDaaS) platform. Our mission is to replace all one-time passwords and challenger questions with a selfie, and become the preferred global platform for biometric identity authentication. Powered by biometric and artificial intelligence technologies, authID aims to enable every organization to "Recognise Your Customer" instantly, without friction or loss of privacy, and ultimately to re-establish security and trust between businesses and their customers.

On Aug. 24, authID began [trading](#) on the Nasdaq Capital Market under the symbol "AUID."

For more information, go to www.authid.ai.

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