Chapter 4 Global Analysis
Career Chatroom Career Profile

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Q What do you do at work?

A I work for an internationally known technology solutions provider that services consumers, businesses, and institutions worldwide. My job entails making sure our products and services follow all technical guidance and standards issued by the Department of Defense and other government agencies. In order to be approved for sale, products must comply with these regulations. Depending on each product's system, I review the operating system, database, Web server, custom applications (software), and networking components and make changes where needed. The goal of my company is to ensure our products are exciting, innovative, and inspiring—no matter if the client is an individual or a globally invested company. My goal is to be sure that our products also meet the necessary requirements once they are out in the marketplace.

Q What was your first job in marketing?

A My first job was actually an entry-level job in design and programming of computerized trainers for naval ships and submarine personnel. I moved toward the promotional aspect of the job mainly because of my familiarity with the systems in our products and services.

Q What skills are most important to you?

A Obviously computer skills are the most important skills to have in my business, particularly Windows, databases, and networking. But it is also important to be able to make quick decisions, troubleshoot, and explain highly technological information in a way everyone can understand.

Q What is your key to success?

A I think the keys to success are preparation and communication skills.