



# Pioneering Lifecycle Management for the Internet of Things

**RIoT Secure AB is a Stockholm based tech firm who specialise in the secure lifecycle management of the Internet of Things (IoT). It covers all sizes of device, large or small, with an aim to make essential security more accessible to device manufacturers. It's visionary architect Aaron Ardiri has recently been recognised as the Most Influential CEO 2023 - Sweden (IoT Technology), so we were delighted to have the chance to find out a little more about him and his work.**

**T**hese days, we live in a world that is interconnected by a myriad of different devices, from smart appliances to connected cars, with many having the built-in ability to connect directly to the Internet. There are also many networks of interrelated devices that connect and exchange data with each other and the cloud. This is the Internet of Things (IoT), and it is obvious that security is a major factor, with many security exploits and vulnerabilities making headlines since their introduction. RIoT Secure AB specialises in lifecycle management for IoT by providing unprecedented security by leveraging the power of a hardware sandbox. It helps clients manage security across

all devices, which might be something they find complex and time-consuming to do alone. RIoT Secure AB can help with a ready to use robust security solution for IoT, that takes into account concerns clients might have about being targeted for malicious purposes.

CEO, Aaron Ardiri has a multifaceted role at the company, covering everything from business strategy, financial, and stakeholder management to overseeing the hardware/software development from conception through to deployment. He focuses on the firm's key values of innovation, security, and collaboration to help address the complexities of IoT, but also accepts the evolving nature of the business. For

example, whereas it used to be innovation as the primary focus, collaboration has become increasingly important as it is vital both for sustained growth and to stay ahead of the curve in technology.

Aaron is also cognisant of the fact that the firm is built on deep-rooted relationships. He identifies that he has worked with almost everyone on his team in some capacity, in various roles, over the previous two decades. This understanding and personal knowledge is vital, especially considering the team is geographically dispersed all across the globe. RIoT Secure has had to navigate time zones, cultural differences, and the nuances of remote working long before it became the norm for many businesses. The trust this has engendered over the years has become a glue, holding this rich and complex group together, and is a strength it hopes to pass on as a self-perpetuating cycle to any new team members who come onboard.

Considering his leadership style, Aaron sees himself as a fusion between the servant leader and transformational model styles. His overarching approach is to inspire rather than dictate, and empower team members by making sure they are provided

with the tools necessary for success. He has been influenced by hands-on experience, working alongside peers and mentors in the industry. In addition, he has also been guided by leadership literature, and perhaps most of all has learnt from real-world interactions. This has combined to lead to Aaron's flexible and adaptable leadership style.

**“Earlier in my career, I favoured a more directive style, particularly in high-stakes, fast-paced settings like start-ups. However, as I gained experience and led increasingly diverse teams, I recognised the benefits of a more inclusive and collaborative approach.”**

RIoT Secure caters to a diverse range of clients, ranging from hobbyists

to companies who are household names. To encourage continued engagement, the company operates from a foundational partnership perspective, customising solutions to overcome individual industry challenges. Its transparency and mutual respect within long-term relationships is something that allows it to go beyond mere transactional interactions, and truly collaborate with clients in building sustainable success. Aaron sees the company's defining edge as being its willingness to tackle challenges others might reject as overly complex or difficult to take on. Because RIoT Secure has an agile team who are backed by robust R&D investment, it is able to adapt quickly to market changes, and excel in problem solving. Aaron describes it as offering “holistic end-to-end solutions providing unmatched value and establishing long-lasting client relationships.”

In many ways, because of its unique approach to security, the company is there to help clients negotiate the Internet of Things, placing the customers solution in a secure hardware sandbox – effectively making them disconnected. Because we live in a world where the IoT is woven across billions of devices, the intricate network is under constant threat of attack from security vulnerabilities, the most secure device is one that is not exposed to outside threats. RIoT Secure has the expertise to rise to the challenge, offering robust security measures that seamlessly integrate with clients' devices. It offers lifecycle management for microcontrollers, even those that are resource-constrained, and works tirelessly to keep pace with technological advancements. Its employees are the backbone of the company, with each person contributing their unique skills and viewpoints to help the company achieve its goals. Such a blend of talent

results in a dynamic work environment, where every new challenge is seen as an opportunity to grow.

Maintaining a culture of collaboration and continuous learning is a priority for Aaron. He does this by regularly engaging with the team through open forums, as well as via individual one-to-ones that keep the channels of communication flowing. Team building activities are also embroidered into the business culture, and professional development is an integral part of the workplace. Aaron ensures that he gets personally involved in such initiatives, to underline the fact that a hands-on approach is more than words, it is a principle embodied in daily work life.

**“Adopting agile made us more adaptable to market changes, while fostering cross-functional collaboration improved efficiency and client value. These experiences have broadened my role from a manager to a change-inspiring leader.”**

Looking to the future, Aaron has shared plans for global expansion and further market penetration over the coming year. RIoT Secure is spotting new industries where it can make a difference in a meaningful way, in addition to increasing its global territories. In this way it seeks not only to grow as a business, but also to become an integral part of the development process within IoT projects. Early engagement is imperative as



it will allow the customers to see the importance of security and lifecycle management, ensuring they are built into products from the ground up. This will mean that systems are better designed and more security-aware from the very start. Long-term, RIoT Secure is aiming to be more than a business success; it wants to be a developer's first choice for securing IoT solutions. To do this, strategic partnerships need to be formed, and relationships fostered not only at executive level but with developers building concepts and prototypes.

In terms of his own career, Aaron explains what an

interesting journey it has been so far. He has had the privilege of being involved in a successful acquisition, and has been able to glimpse what retirement might look like for him. Ultimately, however, he knows that his heart lies in the world of innovating and problem solving for the industry he loves. For Aaron, the work is more than just a job, it's a lifelong passion, and he is delighted to be carrying on doing what genuinely excites him.

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CEO Aaron Ardiri and co-founder Bjorn de Jonge on-site with customer SAS Ground Services Handling Group