



Sha's Mata

Cybersecurity Expert and Co-Founder of Cyber Valley

Jordanian - Jordan

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Who is Sha's Mata

Shas Matar is a Jordanian entrepreneur and cybersecurity expert known for his accessible approach to digital awareness. As the Co-Founder of Cyber Valley, a specialized cybersecurity solutions consultancy, Shas plays a pivotal role in protecting businesses and institutions from the growing landscape of digital threats. His company focuses on providing a range of services, including Payment Card Industry Data Security Standard (PCI DSS) compliance consulting, managed security services, and general cybersecurity advisory for clients in both public and private sectors. Alongside his entrepreneurial work, Shas Matar has built a strong presence on social media platforms like TikTok, Instagram, and YouTube. He uses these channels to disseminate short, engaging videos aimed at educating the general public on the risks of online fraud, methods for securing personal accounts, how to handle suspicious links, and the latest cybercrime techniques. He has cultivated a significant following in Jordan and the Arab world, where his audience trusts his practical, experience-driven content that deciphers and analyzes digital threats.

Achievements of Sha's Mata

Shas Matar co-founded Cyber Valley, a cybersecurity consultancy firm that provides its services to clients in over 80 countries worldwide. The company has successfully built a client base of more than 150 organizations, contributing to the enhancement of digital security for businesses and institutions on a global scale. He has successfully built an influential personal brand in the field of cybersecurity awareness in Jordan. Through his educational content on social media platforms, he has reached a broad segment of the public, helping to raise community awareness about cybercrime and prevention methods by translating complex technical concepts into practical and understandable advice.

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