

EXECUTIVE PROFILE

Jay Jones

The Profiler

EXTERNAL THREAT &
IMPERSONATION RISK
SUBJECT MATTER EXPERT



AS SEEN IN

THE WALL
STREET JOURNAL.

Bloomberg

FOX NEWS

Entrepreneur

NBC NEWS

yahoo!news

The Wall Street Journal, front page, September 24, 2026: "Vigilante Takes On Job-Market Scammers"

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01 Profile

Fake jobs, fake recruiters and hijacked profiles are an *enterprise risk*. Jay Jones investigates them like one.

Jay Jones, known as The Profiler, is an independent fraud investigator, brand protection specialist and LinkedIn creator. He works on employment fraud and impersonation across professional platforms, with most of his casework on LinkedIn.

His work has removed more than 58,000 fraudulent job postings and 7,000 fake profiles, and disrupted over 1,000 hijacked accounts. He documents each network in public case files, files formal demands with the platform and escalates to regulators when the platform does not act.

Through The Profiler Protection Service, he advises HR, Talent Acquisition, security and executive teams on protecting hiring pipelines, employer brands and leadership from impersonation. He also trains university career centers, job seekers and people re-entering the job market after a layoff.

Before investigations, Jay spent his career in advertising, including as Senior Copywriter at Jack Morton Worldwide. He is based in Chicago.

SERVICES

Impersonation Takedowns

Brand & Pipeline Exposure Audit

Applicant Identity Verification

Executive Integrity Review

HR & Recruiting Team Training

Outplacement Training

Speaking

Consultations

58,996+

FAKE JOB POSTINGS
REMOVED

7,000+

FAKE PROFILES
REMOVED

1,000+

HIJACKED ACCOUNTS
IDENTIFIED OR
REMOVED

100s

FAKE COMPANY
PAGES
TAKEN DOWN

Figures current as of October 2026.

THE PROFILER METHOD

I IDENTIFY

Spot the fake job, recruiter, page or hijacked profile.

II INVESTIGATE

Map the network behind it with open-source intelligence.

III REPORT

File with the platform, the brand and regulators.

IV TRACK

Follow every filing until the content comes down.

V EDUCATE

Turn each case into training that prevents the next one.

02 Audience & Reach

Every case goes public. The audience follows the *investigation*.

20,403

LINKEDIN FOLLOWERS

183,346

IMPRESSIONS, LAST 90 DAYS

+60%

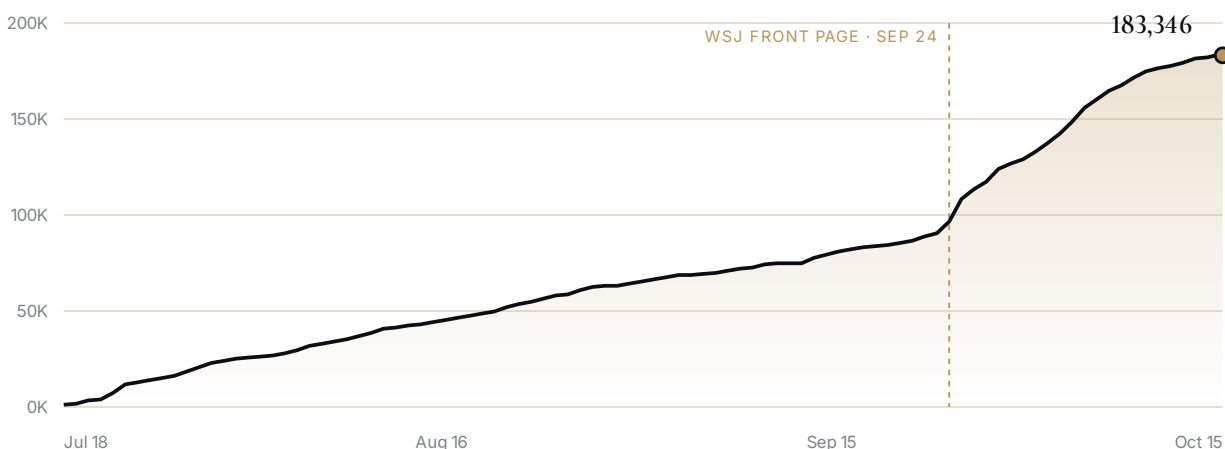
VS. PRIOR 90 DAYS

2,037

AVG. DAILY IMPRESSIONS

LINKEDIN IMPRESSIONS

Cumulative · Jul 18 to Oct 15, 2026



Source: LinkedIn content analytics, cumulative impressions.

WHERE THE WORK IS PUBLISHED

LinkedIn

Investigative case series on fraud networks. Scam breakdowns and warnings for job seekers.

linkedin.com/in/theprofiler

Substack

Long-form case writing that documents each network in full.

substack.com/@theprofiler7

YouTube

Video breakdowns of scams and how to spot them.

youtube.com/@TheProfiler7

theprofiler.org

Published case files, including The Case Against the "People Companies."

theprofiler.org

03 On Air: Bloomberg This Weekend



210,751

VIEWS ON YOUTUBE

2.6K

LIKES

3.31M

BLOOMBERG TV SUBSCRIBERS

Oct 3, 2026

AIRED

"Fake Jobs Put Job Seekers at Risk of Identity Theft"

Jay joined hosts David Gura and Christina Ruffini to explain how AI is helping scammers build convincing fake recruiters and job listings, and what applicants should check before sharing personal information. [Watch on YouTube](#)

04 Speaking Topics

ENTERPRISE & SECURITY

Organized Fraud Networks on Professional Platforms

Friendly Enemies: Identifying Hijacked Profiles

HR & TALENT ACQUISITION

Protecting Your Employer Brand from Fake Recruiters

A Scam Response Playbook for Recruiting Teams

LEADERSHIP & EXECUTIVE PROTECTION

Protecting Executive Networks from Impersonation

Vendor Vetting Before Contracts Are Signed

CAREER SERVICES & OUTPLACEMENT

Safe Job Hunting for New Graduates

After the Layoff: Spotting Fake Recruiters and Fake Offers



BOOKING & MEDIA INQUIRIES

Jay Jones

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PROTECTION SERVICE