

Jake Dyal

CEO and Co-Founder



Jake Dyal is the CEO and Co-Founder of Certus Core, a defense AI company serving DoD operational units, prime contractors, and advanced R&D programs — generating \$5.4M in total revenue since 2022 and validating their flagship product, IBIS™, as a trusted platform for mission-critical sensor fusion and analysis.

With over 25 years of defense and intelligence experience, Jake brings a rare combination of operational credibility and technical depth that few founders in this space can match. His career began with distinguished military service leading specialized intelligence teams in controlled and clandestine operations, where he developed data collection methodologies that became the foundation for high-stakes decision-making frameworks still referenced today.

Following his military career, Jake spent a decade as a program manager within the Office of the Secretary of Defense — giving him direct insight into how defense and intelligence agencies evaluate, procure, and scale emerging technologies. There, he pioneered the integration of commercial data engineering practices with classified intelligence requirements, establishing new standards for AI implementation in sensitive environments. His work in machine learning and advanced analytics has been deployed across multiple defense and intelligence agencies, solving problems that had previously resisted solution.

That combination — frontline operational experience, OSD-level program management, and applied AI expertise — is what Certus Core is built on. Jake understands the customer, the procurement landscape, and the technical requirements from the inside out.

Jake holds a Bachelor's degree in Computer Science from Saint Louis University. He is a devoted husband and father of three, and a black belt in Brazilian Jiu-Jitsu.