

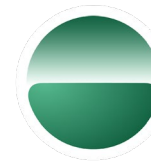


12TH ANNUAL LEADERSHIP EVENT

CYBER SECURITY SUMMIT

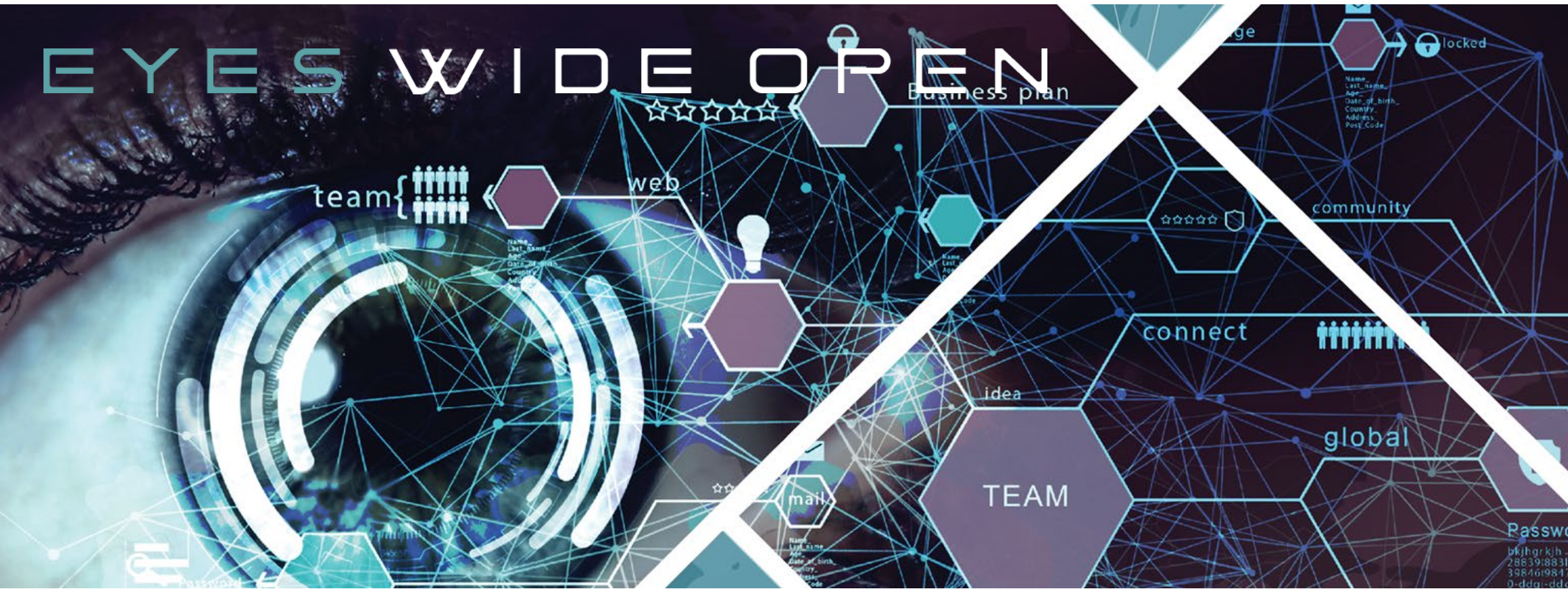
Security solutions through collaboration.™

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EYES WIDE OPEN



Your CEO NEEDS to KNOW! Uber Breach and More! Cyber Tech translated to Business Strategy



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Your CEO NEEDS to KNOW! Uber Breach and More!

Cybersecurity Tech Translated to Business Strategy

By: Dan Wolford and John Mess



What do CEO's Think About Cybersecurity?

- ✓ Top-Down Approach
- ✓ Global Environment
- ✓ CISO Involvement





- ✓ When does the CISO get involved with day-to-day business decisions?
- ✓ Speed to Market, Competitive Edge, and the need to consider Security in all decisions
- ✓ Business and Security Strategies MUST align



Recent Breaches & Cyber Attacks

- ✓ **Uber:** a lost opportunity for cyber governance
- ✓ **Marriott:** the risk of mergers and acquisitions
- ✓ **Crypto.com:** Web 3.0 security challenges
- ✓ **Microsoft:** big company, big budget, too big to fail
- ✓ **Colonial Pipeline:** attacking the business of extortion

Uber



Cyber Tech Strategy

- ✓ Compliance is a starting point
- ✓ Cyber Hygiene includes pentesting and phishing
- ✓ Defense in Depth to monitor and respond
- ✓ Threat Profile to guide risk management
- ✓ Deception Technology for valuable indicators



 **BLUE TEAM ALPHA**

Thank You!

For a free threat profile, scan this code or talk to one of the Blue Team Alpha team members in attendance.

