

13TH ANNUAL LEADERSHIP EVENT



# CYBER SECURITY SUMMIT

[cybersecuritysummit.org](http://cybersecuritysummit.org)

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TITLE SPONSOR



# Island

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# Simple

“Smart people simplify things.”

-Albert Einstein

And I think WE ARE SMART people.



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A decorative graphic in the bottom right corner featuring a blue globe with glowing circuitry and data lines, symbolizing technology and resilience.

# Evan Francen

Co-Founder & CEO of **FRSecure**  
(and **SecurityStudio**)

BIO: <https://academy.securitystudio.com/pages/about-evan>



<https://www.linkedin.com/in/evanfrancen/>



<https://twitter.com/evanfrancen>



**John 12:43 NIV**

for they loved human praise more than praise from God.



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Before we start, an **IMPORTANT** PSA



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# Before we start, an **IMPORTANT** PSA

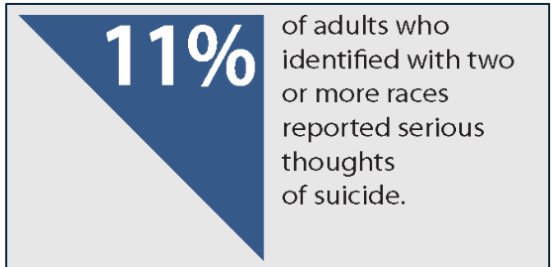
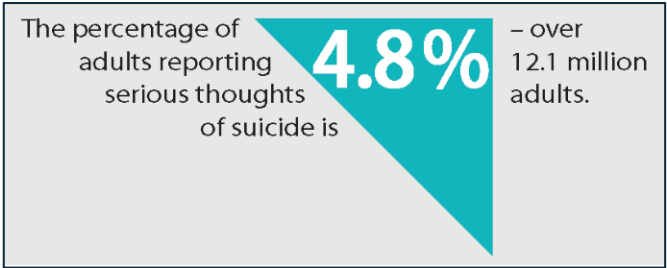
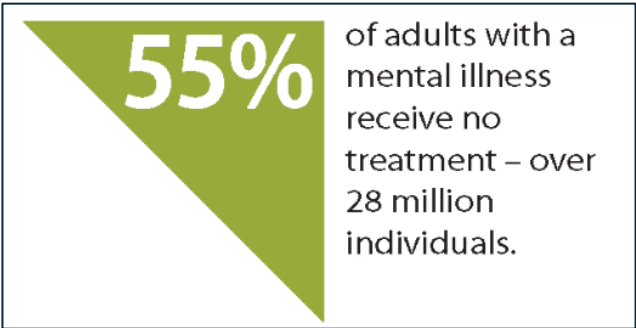
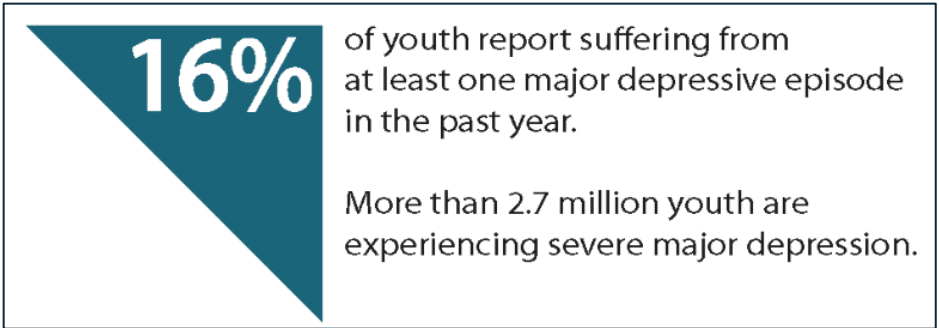
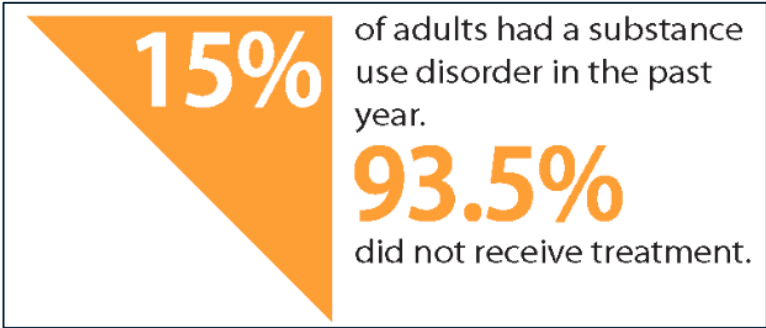


A promise for some friends.



## Mental Health

Truth is...



# Before we start, an **IMPORTANT** PSA

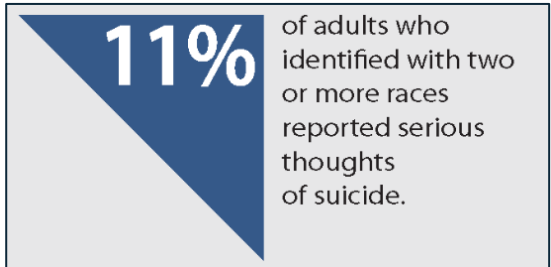
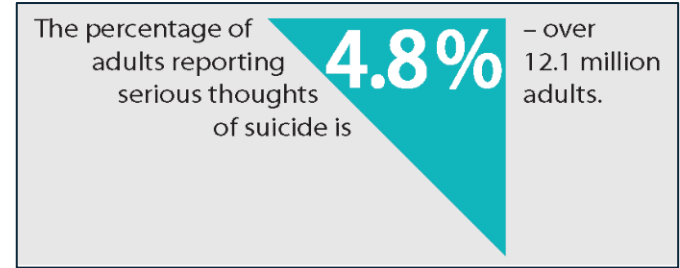
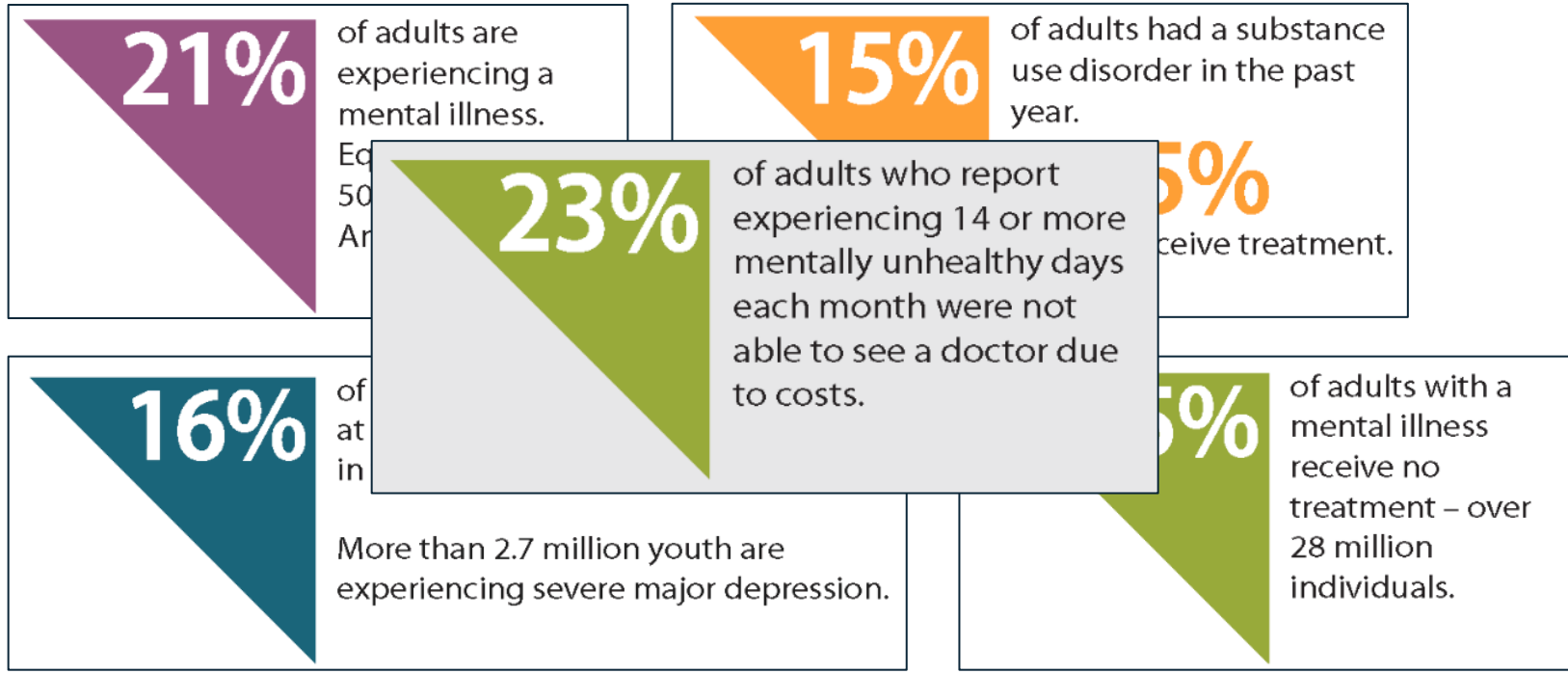


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## Mental Health

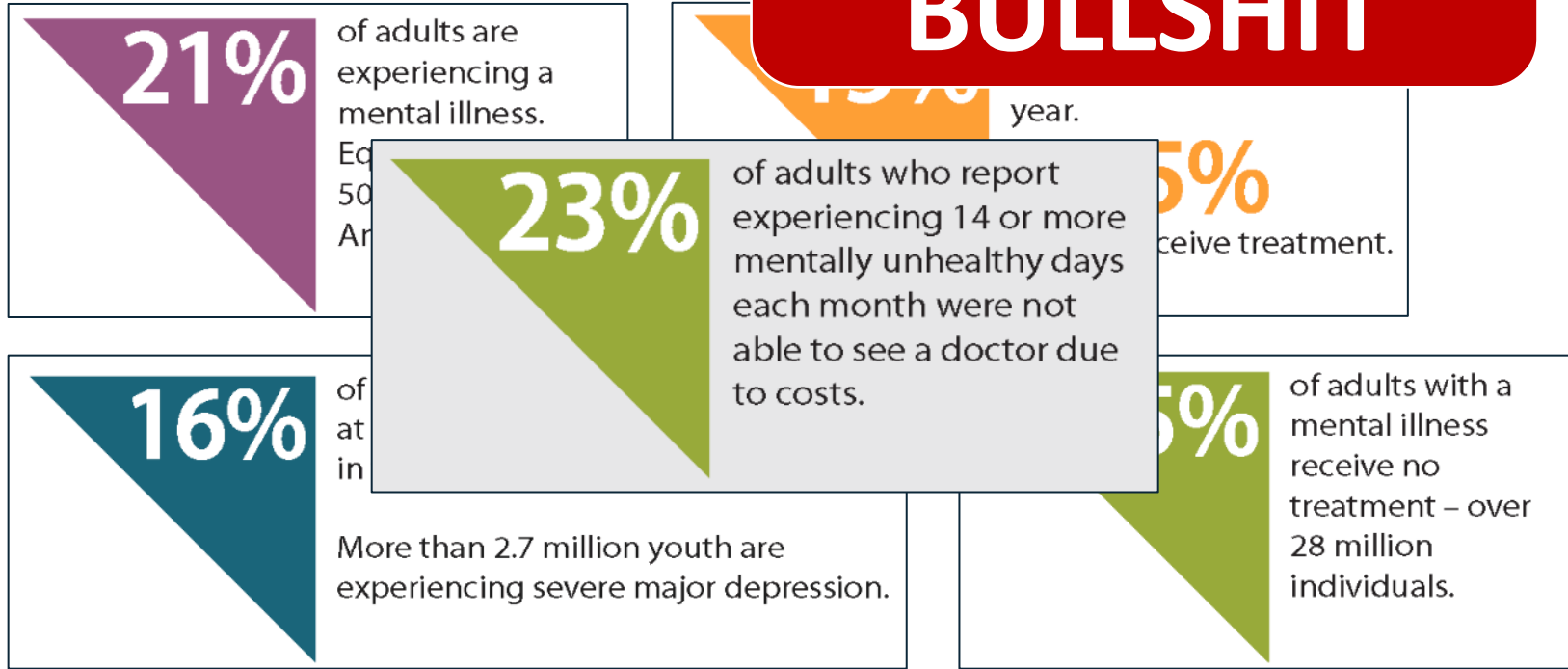
Truth is...



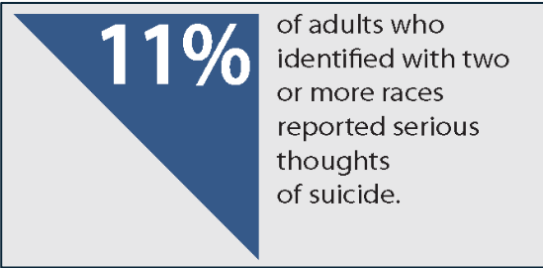
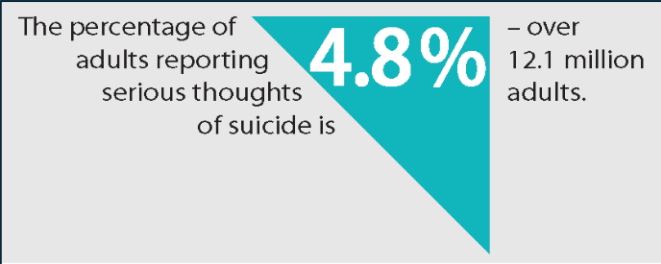
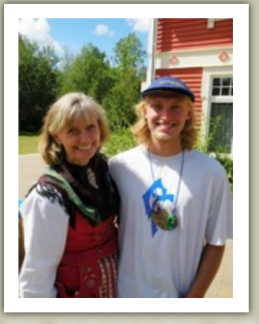
Before we start, an **IMPORTANT** PSA

Mental Health

The stigma is **BULLSHIT**



A promise for some friends.



← → ↻ mhanational.org/get-help

In a Crisis? Call or Text 988 Mental Health Conditions Take a Mental Health Test Find your local MHA

**MHA**  
Mental Health America

GET HELP ▾ | GET INFORMATION ▾ | GET ACTIVE ▾ | ABOUT MENTAL HEALTH AMERICA ▾ SHOP DONATE

## Get Help

For people seeking help with mental health, crisis support, finding a warmline, navigating healthcare systems to work with providers, and finding support in your local community.

### Crisis Resources

If you or someone you know is struggling or in crisis, help is available. Call or text 988 or chat 988lifeline.org. You can also reach Crisis Text Line by texting MHA to 741741.

Crisis resources

### Warmlines

If you just need someone to talk to, consider calling a warmline. Warmlines are staffed by trained peers who understand what it's like to need mental health support.

Find a warmline

### Take A Mental Health Test

Online screening is one of the quickest and easiest ways to determine whether you are experiencing symptoms of a mental health condition.

Take a screen





← → ↻ mhanational.org/get-help

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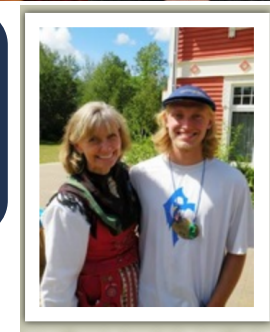
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Get Help



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← → ↻ mentalhealthfirstaid.org

**Mental Health FIRST AID**  
from NATIONAL COUNCIL FOR MENTAL WELLBEING®

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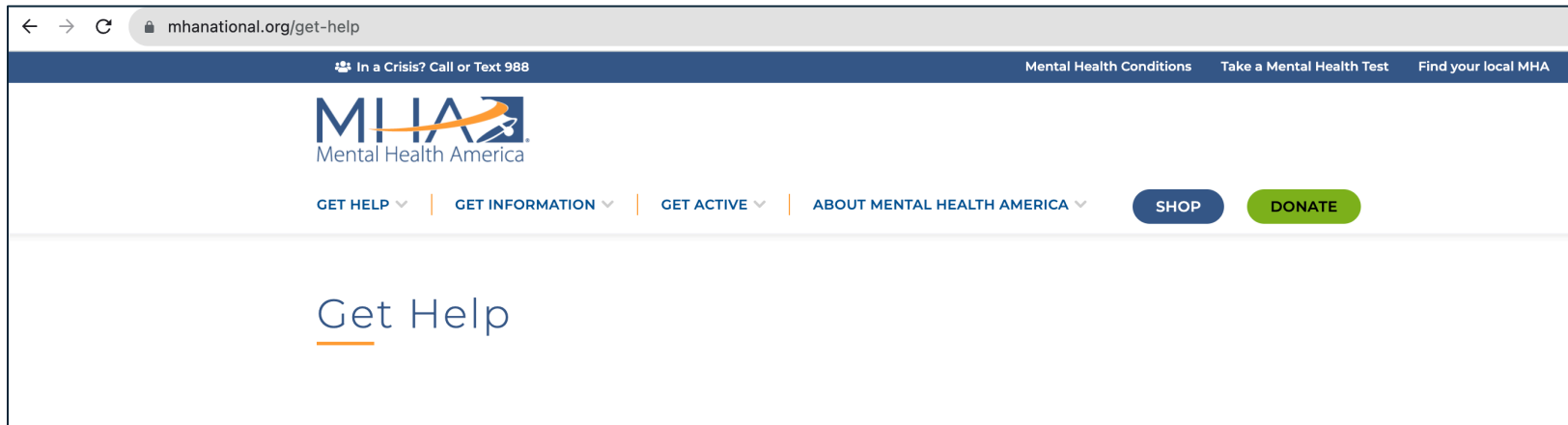


**teen Mental Health First Aid**  
Is Empowering Young People Across New Jersey

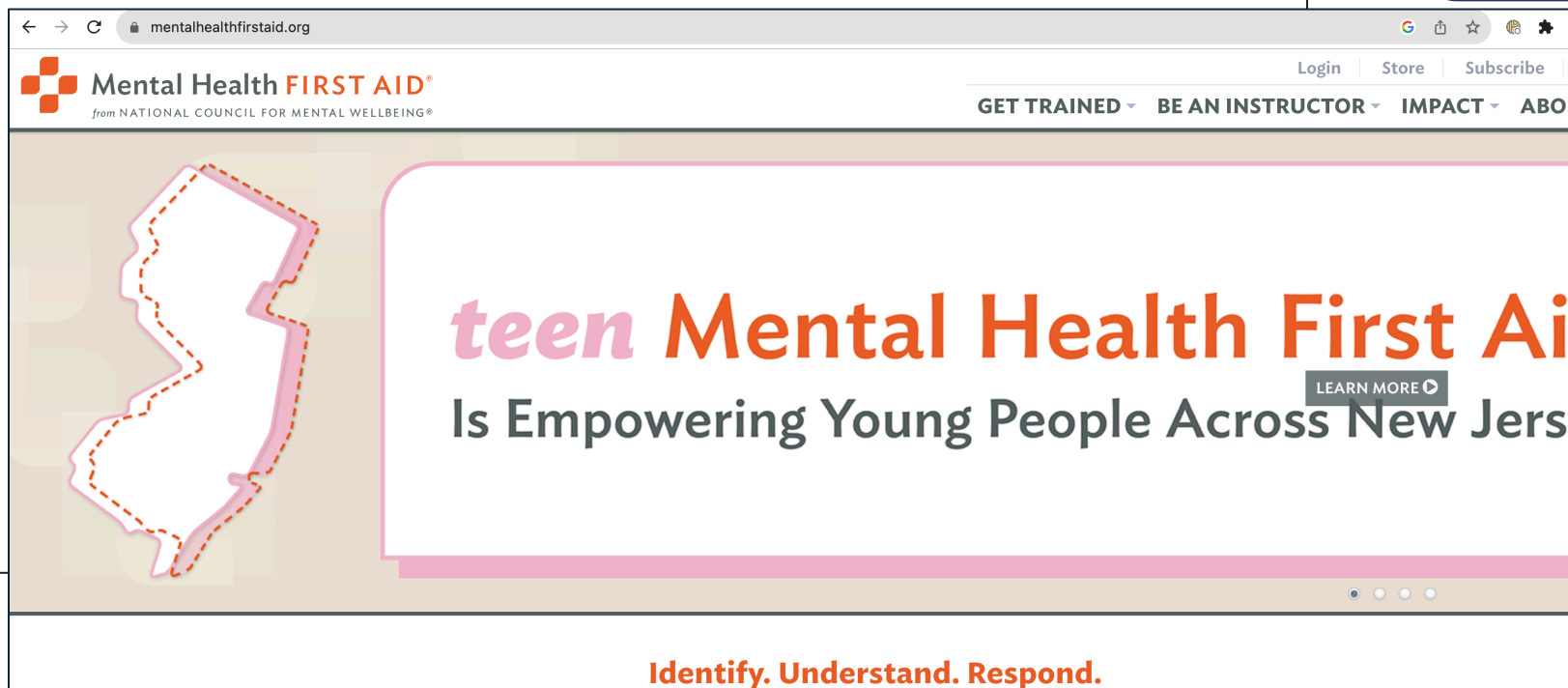
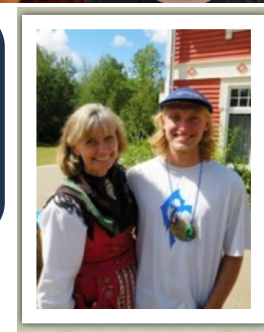
LEARN MORE

**Identify. Understand. Respond.**





A promise  
for some  
friends.



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Complexity is the **WORST** enemy of information security.



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TRUTH: We overcomplicate everything.



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So, let's simplify some \$?&!



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## Examples

So, let's simplify some \$?&!

1. The CISO role.
2. Complaint: "I don't have enough budget"
3. One of "the worst cyber-espionage incidents ever suffered by the U.S."
4. The purpose of what we do.



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## The CISO Role



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I said **SIMPLE**. I DID NOT SAY EASY.



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OK, let say you do (but you probably don't)  
this isn't going to cut it (obviously).



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Random Twitter Guy.



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What do others say?



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The

NO

The screenshot shows a web browser window with the URL [splunk.com/en\\_us/blog/learn/chief-information-security-officer-ciso-role.html](https://splunk.com/en_us/blog/learn/chief-information-security-officer-ciso-role.html). The page header includes the Splunk logo and navigation links for BLOGS, CATEGORIES, AUTHORS, and SUBSCRIBE. The main content area features the title "Defining the CISO role" with social media sharing icons for Twitter, Facebook, and LinkedIn. The text describes the role of a Chief Information Security Officer (CISO) as a senior executive responsible for developing and implementing an information security program that protects an organization's data and systems. It also mentions that CISOs work closely with other senior executives like the CIO and CTO, and that they typically have a background in information security, computer science, or computer engineering. The post concludes by stating that to succeed as a CISO, one must have extensive knowledge of security technologies and processes, as well as a strong understanding of business and risk management. A list of key skills for a CISO is provided at the bottom of the visible text.

### Defining the CISO role

Part of the so-called “C-suite”, a Chief Information Security Officer is a senior executive who is responsible for developing and implementing an [information security program](#) that protects an [organization's data](#) and systems. CISOs are responsible for managing risk and ensuring that the organization's security posture is aligned with its business objectives.

CISOs work closely with other senior executives, such as the chief information officer (CIO) and chief technology officer (CTO), to ensure that the organization's security program is effective and efficient. CISOs typically have a background in information security, computer science, computer engineering or another related field.

To succeed as CISO, you must have extensive knowledge of security technologies and processes as well as a strong understanding of business and risk management. Understanding the security side isn't enough though. Crucially, CISOs must be able to:

- Effectively communicate with both technical and non-technical staff.
- Clearly articulate the organization's [security posture](#) to senior management (particularly when the situation is not satisfactory).





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← → ↻ cisco.com/c/en/us/products/security/what-is-ciso.html

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## What Is a CISO?



A CISO, or chief information security officer, is a senior-level executive who oversees an organization's information, cyber, and technology security. The CISO's responsibilities include developing, implementing, and enforcing security policies to protect critical data.

[CISO Connections](#) [Security Success Academy](#)

[CISO Role Explained](#) [Why Hire a CISO](#) [Related Topics](#) [Contact Cisco](#)

### What does a CISO do?

The exact responsibilities will vary by organization. Traditionally, a CISO focuses on developing and leading the information security program. This

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## The CISO Role

A CISO does two things:

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I said **SIMPLE**. I DID NOT SAY EASY.



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# Simple



Complexity is the **WORST** enemy of information security.

## The CISO Role

A CISO does two things:

1. Consult the business to make good information security risk decisions.
2. Implement the business' information security risk decisions.

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The business. NOT IT. NOT the CISO. The business makes the risk decisions.



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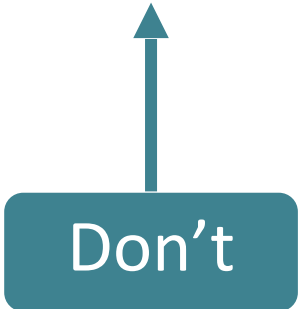
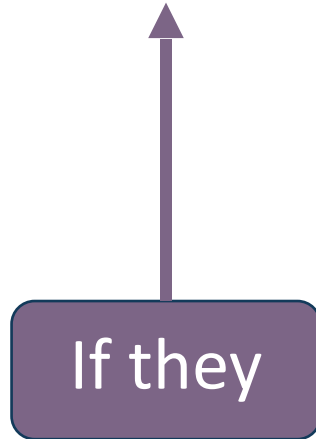


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Then, you might not be good at

If they

Don't





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Maybe we don't speak the same language.



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Next one...



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Complaint: “I don’t have enough budget”



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Why?



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Speak the language of business!



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Speak the language of business!

WTH is the "language of business"?!



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"Accounting is the language of business"

-Warren Buffet

WTH is the "language of business"?!



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## QUICK PROTIP

Learn how to read financial statements.

### These three:

- Income Statement
- Balance Sheet
- Cash Flow Statement



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Complaint: “I don’t have enough budget”

The simple win: Justify your budget.



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## Complaint: “I don’t have enough budget”

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- Can information security make us more money?



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# Simple



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I said **SIMPLE**. I DID NOT SAY EASY.

## Complaint: “I don’t have enough budget”

The simple win: Justify your budget.

- Can information security make us more money?
- Top line, sure, but bottom line (profit) is the real WIN/WIN!



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BTW – the best justification comes from their decisions.



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The same applies to the public sector.



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Next example...



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One of “the worst cyber-espionage incidents ever suffered by the U.S.”



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## One of “the worst cyber-espionage incidents ever suffered by the U.S.”

SolarWinds (2020)

- The attackers had access for 8-9 months.
- 200+ organizations affected, including NATO, UK gov't, US gov't, Microsoft, NTIA, VMWare, FireEye, etc.
- On 12/8/2020, FireEye announced that some of their red team tools had been stolen and during their investigation, discovered the SolarWinds supply chain vector.



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intelligence.senate.gov/hearings/open-hearing-hearing-hack-us-networks-foreign-adversary

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## Hearings

**Hearing Type:** Open  
**Date & Time:** Tuesday, February 23, 2021 - 2:30pm  
**Location:** Dirksen 106

U.S. Senate Select Committee on Intelligence  
 Hearing Video

00:00:00 02:50:32

**Witnesses**

**Kevin Mandia**  
 CEO  
 FireEye

- Opening Statement
- Response to Committee Questions for the Record

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Open Hearings  
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of information security.

One famous government agency has the infected code, but mitigated the attack...

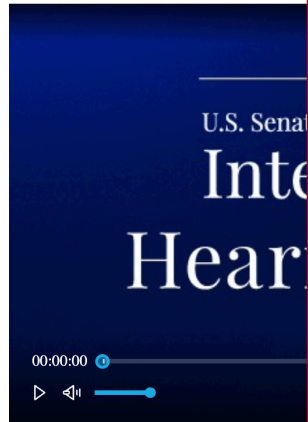
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## Senator Wyden:

So, my question will be for Mr. Ramakrishna, and I indicated to your folks I was going to ask this. You stated that the backdoor only worked if Orion had access to the Internet, which was not required for Orion to operate. In your view, shouldn't government agencies using Orion have installed it on servers that were either completely disconnected from the internet or were behind firewalls that blocked access to the outside world?

## Mr. Ramakrishna:

Thanks for the question, Senator Wyden. It is true that the Orion platform software does not need connectivity to the internet for it to perform its regular duties, which could be network monitoring, system monitoring, application monitoring on-premises of our customers.

## Senator Wyden:

It just seems to me--what I'm asking about is **network security 101** and any responsible organization wouldn't allow software with this level of access to internal systems to connect to the outside world, then you basically said almost the same thing.



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## Senator Wyden:

My question then, for all of you: is the idea that organizations should use firewalls to control what parts of their networks are connected to the outside world is not exactly brand new. NSA recommends that organizations only allow traffic that is required for operational tasks, all other traffic ought to be denied. And NIST, the standards and technology group, recommends that firewall policy should be based on blocking all inbound and outbound traffic, with exceptions made for desired traffic. So I would like to go down the row and ask each one of you for a yes or no answer. Whether you agree that the firewall advice would really offer a measure of protection, from the NSA and NIST? Just yes or no. And if I don't have my glasses on, maybe I can't see all the name tags, but let's just go down the row.

## Mr. Mandia:

And I'm going to give you the "it depends." The bottom line is this. We do over 600 red teams a year; a firewall has never stopped one of them. You know, a firewall is like having a gate guard outside of New York City apartment building and they can recognize if you live there or not and some attackers are perfectly disguised as someone who lives in the building and walks right by the gate guard. In theory, it's a sound thing. But it's academic in practice. **It is operationally cumbersome.**



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So, in other words...  
It's "operationally cumbersome"  
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**THIS IS INSANITY.**

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One last example, then I'll wrap this up.



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A decorative graphic in the bottom right corner showing a blue globe with white data lines and circuit-like patterns overlaid on it.

Simple



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The purpose of what we do.

Why are we here? What's the purpose of our work?



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Information security is risk management.



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Information security is risk management.

NOT risk elimination.

Bad things are expected and 100% inevitable.

The sooner you get this, the sooner they get this, the better off everyone will be.



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**It's just the facts.**



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## Wrapping this up...

- The game is risk management.
- You consult, they decide, and you implement.
- Learn to speak business (accounting, according to Warren Buffet).
- STOP adding more stuff until you account for the stuff you have, then get rid of the stuff you don't need (or can't use).
- Use the stuff you have correctly and responsibly BEFORE buying more stuff.

Once you've mastered these, you'll be ready for more (simplification). 😊



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THANK YOU

Now, go out there and make things simple(r)!

Contact stuff:



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<https://www.linkedin.com/in/evanfrancen/>



<https://twitter.com/evanfrancen>

I'd give you my email too,  
but I'm not good at it.



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