Countering the evolving
threat landscape

Managing for Sanity

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Abstract

- Information security professionals deal with an incredible amount of change in their discipline. The rate of change in technology advancements accelerates unchecked, there are four generations of employees in the work place, data is everywhere, data volume skyrocketing, all while the threat landscape and our exposure footprint has never been more diverse. As security professionals, we face new challenges and new choices every day. How do we keep up? Can we?

- In this keynote, Anne will discuss her thoughts about how to she was able to maintain some semblance of order amidst all the chaos which may give you some thoughts about how you, too, can keep your sanity through it all.

Bio

- Anne is the former VP, Information Security and CISO for The Walt Disney Company
- Spent 5+ years in the enterprise CISO role, 8 years as the information security lead for the Parks & Resorts segment
- Broad background in IT
- CISSP and CRISC certifications
- Recipient of ISE™ Information Security Executive of the Year Award - Southeast (2007), ISE ™ People's Choice Award - North America (2009), ISE ™ Luminary Leadership Award (2012)

Key Issues

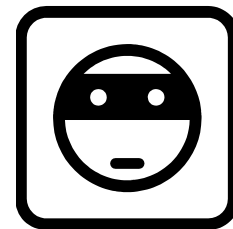The rate of change is not slowing down

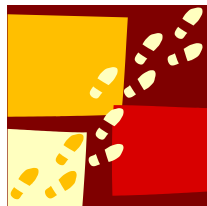The workforce and workplace is more diverse than ever

Data is everywhere and growing

Threat landscape continues to escalate

Exposure footprint is more diverse than ever

Rate of Change

The rate of change is not slowing down

- Technology advancements/adoption

Rate of Change

- Business models are changing
  - Globalization
  - On-line/Internet
  - Collaboration/Social Media
  - Mergers/Acquisitions/Divestitures

"Times and conditions change so rapidly that we must keep our aim constantly focused on the future."

-Walt Disney

Workforce/Workplace Diversity

- The workforce and workplace is more diverse than ever

The Generations

Traditionalist **Born 1925 - 1945**	Baby Boomers **Born 1946-1964**	GenX **Born 1965-1980**	GenY / Millennial **Born 1981 and after** **Gen Z-Nexters-born after 2000**
Harrison Ford	Barack Obama/Anne Kuhns	Julia Roberts	Justin Beiber/Mackenzie Foy
TEAM PLAYERS INDIRECT IN COMMUNICATING LOYAL TO THE ORGANIZATION RESPECT THE AUTHORITY DEDICATION AND SACRIFICE DUTY BEFORE PLEASURE OBEDIENCE RESPOND WELL TO DIRECTIVE LEADERSHIP SENIORITY AND AGE CORRELATED ADHERENCE TO RULES	BIG PICTURE/SYSTEMS IN PLACE BRING FRESH PERSPECTIVE DO NOT RESPECT THE TITLES DISAPPROVE ABSOLUTES AND STRUCTURE OPTIMISM TEAM ORIENTATION UNCOMFORTABLE WITH CONFLICT PERSONAL GROWTH SENSITIVE TO FEEDBACK HEALTH AND WELLNESS PERSONAL GRATIFICATION	POSITIVE ATTITUDE IMPATIENCE GOAL ORIENTATED MULTI-TASKING THINKING GLOBALLY SELF-RELIANCE FLEXIBLE HOURSE, INFORMAL WORK ENVIRONMENT JUST A JOB TECHNO-LITERAL INFORMAL - BALANCE GIVE THEM A LOT TO DO AND FREEDOM TO DO THEIR WAY QUESTION THE AUTHORITY	CONFIDENCE SOCIABILITY MORALITY STREET SMARTS DIVERSITY COLLECTIVE ACTION HEROIC SPIRIT TENACITY TECHNOLOGICAL SAVY LACK OF SKILLS FOR DEALING WITH DIFFICULT PEOPLE MULTITASKING NEED FLEXIBILITY

Data Data Data
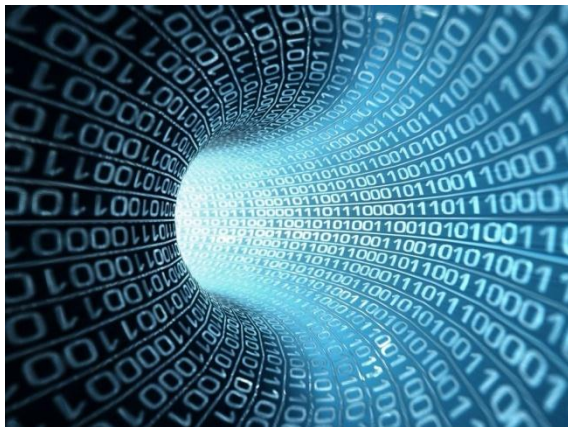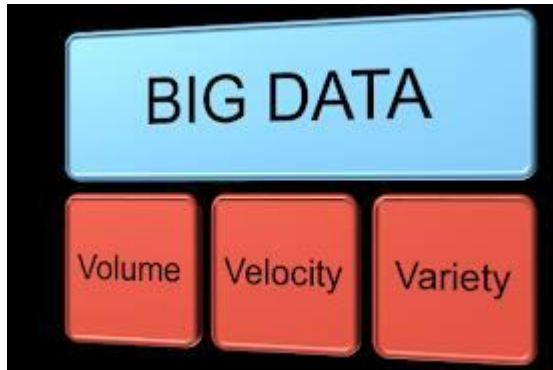
Organizations are storing approximately 11–15 terabytes of security data a week, a figure that Gartner Group predicts will double annually through 2016. To put that in perspective, 10 terabytes is the equivalent of the printed collection of the Library of Congress .

Source: Infosecurity Magazine June 18, 2013

Threat Landscape

Exposure Footprint

Exposure Footprint

Partners, Consultants, Contractors
- Joint Design
- Outsourcing

Consumers
- Customer Self-Service
- Online Sales and Marketing
- Sales Force Automation
- Built-to-Order Products
- Just-in-Time Ordering

The InterNetworked Enterprise

Suppliers and Distributors
- Distributor Management
- Supply Chain Management
- Procurement

Business Customers
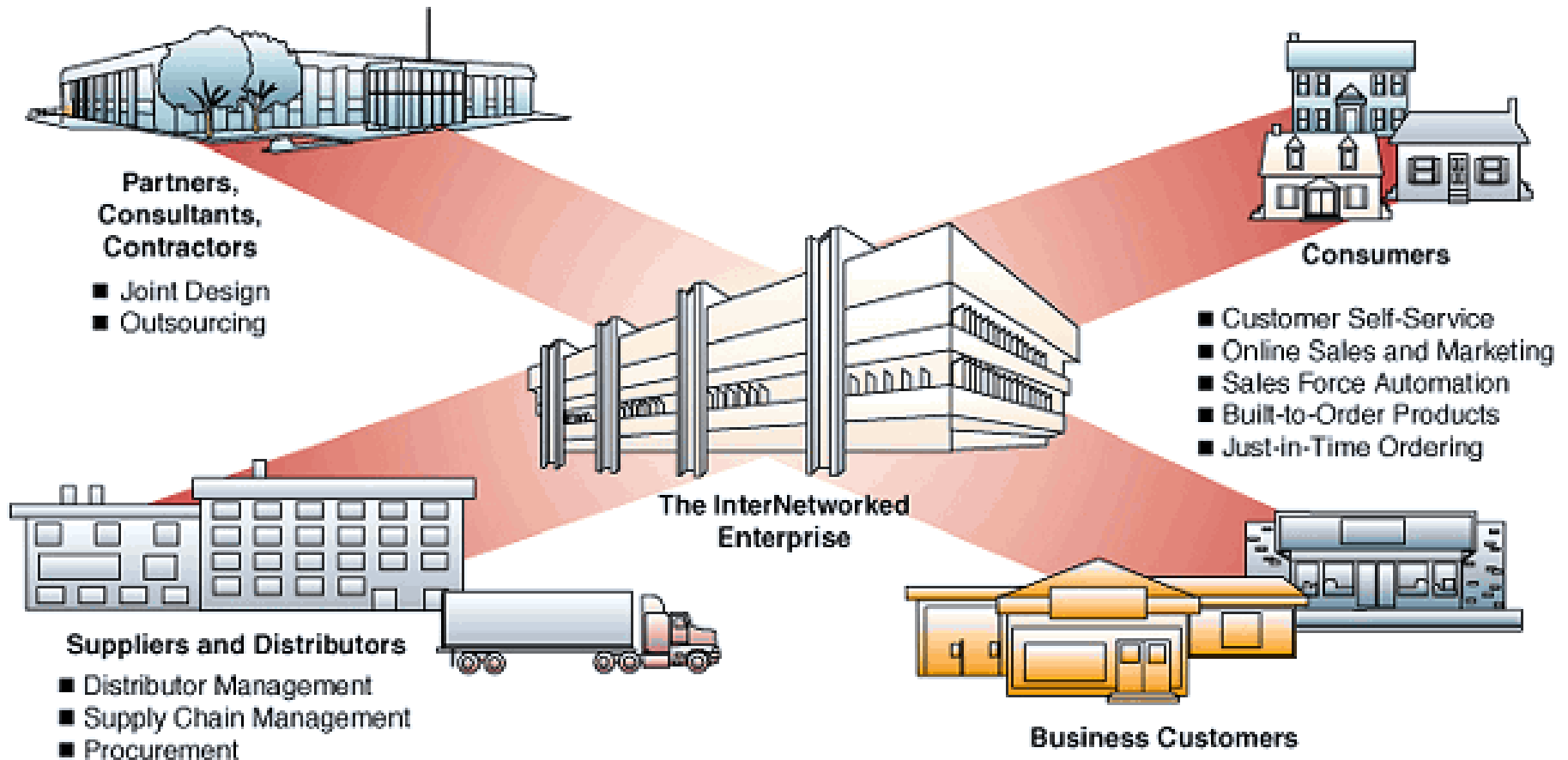
Exposure Footprint

The RepTrak™ 100: The World's Most Reputable Companies
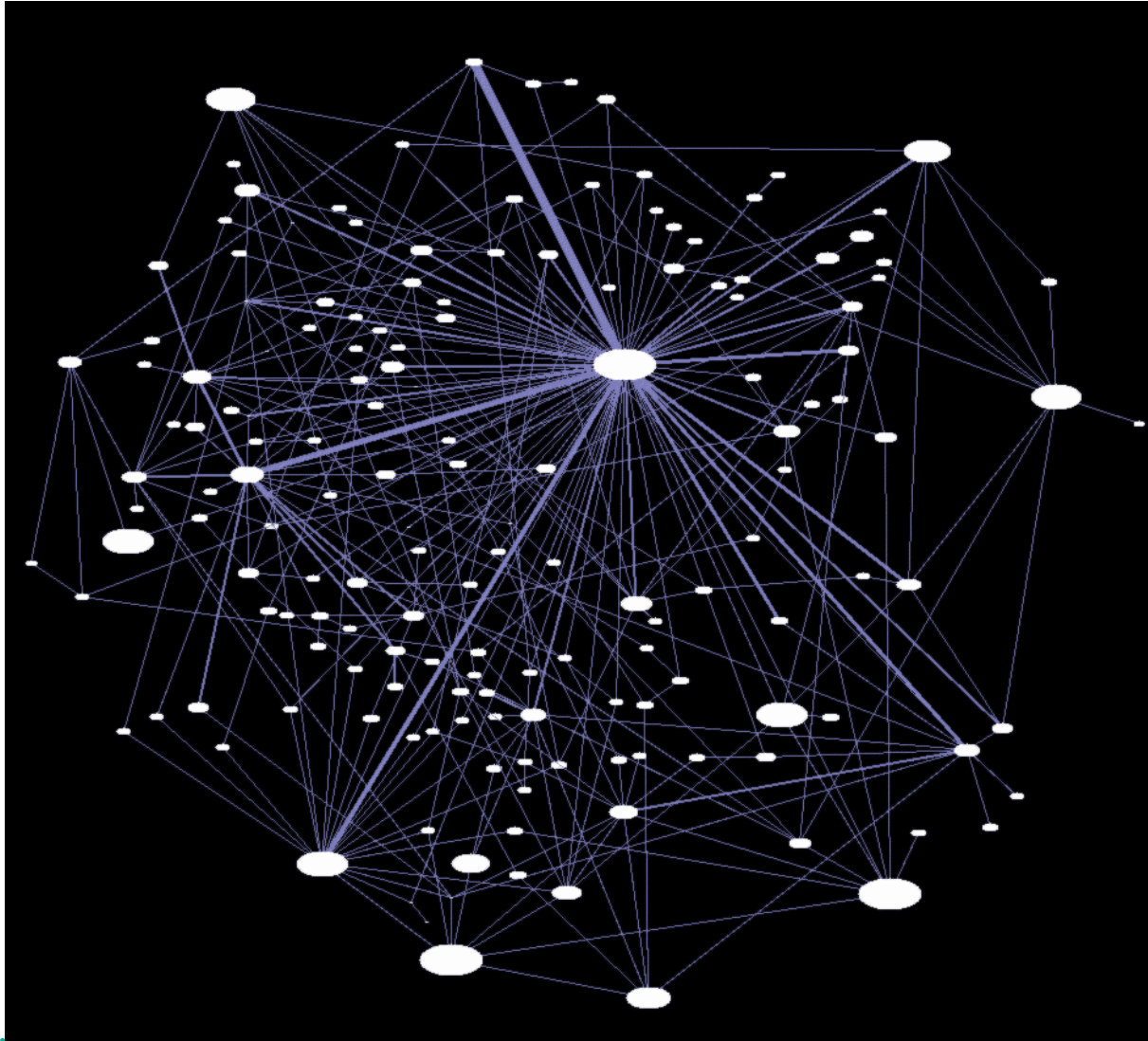
REPUTATION INSTITUTE

Exposure Footprint

Is it Possible?

Three Primary Areas

CHOICES

STRATEGY

GOAL
HOW?
WHY?
Strategy
Tactics

Today you are YOU,
that is TRUER than true.
There is NO ONE alive
who is YOUER than YOU!
~ Dr. Seuss

PERSONAL PHILOSOPHIES

About Choices

Given the limited resources we all have, we can't do everything. I'm fond of saying "**we can do anything but we are not going to do everything**".

"The hardest choices in life aren't between what's right and what's wrong but between what's right and what's best."

— Jamie Ford, *Hotel on the Corner of Bitter and Sweet*

More About Choices

"The choice is not in what you do. The choice is in the why."

-- Emma Raveling, Billow

"If you have a goal, write it down. If you do not write it down, you do not have a goal - you have a wish."

-- Steve Mariboli, Life, The Truth and Being Free

Strategy

- Strategy is nothing more than a series of choices that describe what you will do and why.

- Strategy must be risk based for the biggest bang for the buck.

"Desires dictate our priorities, priorities shape our choices, and choices determine our actions." — Dallin H. Oaks
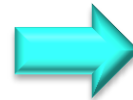
Strategy

- Common Questions
  - Are we secure?
  - How much security is enough?

"It Depends."

There is no silver bullet

Roadmap to Strategy

Roadmap to Strategy

- Data
- Devices
- Networks
- Applications
- Identities

- What?
- Where?
- Who owns it?
- Value?
- Who has access to it?

- Current posture
- Priorities
- Threats/Risk
- Integration
- Impact

Enumerate – Measure – Measure Again

Personal Philosophies

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Interpersonal Skills/Team

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

–Maya Angelou

Seek first to understand and then to be understood.

- Stephen Covey

It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change.

- Charles Darwin

"What got you here won't get you there."

– Marshall Goldsmith

Sometimes You Make Your Opportunities

"If opportunity doesn't knock, build a door"

— Milton Berle

High Expectations

Character – Integrity – Reputation

Everyone Can Make a Difference

IMPOSSIBLE IS NOT A **FACT.** IT'S AN **OPINION.**

"If you think you can or you think you can't either way you are right."

-Henry Ford

Summary

- Issues are not going away and they are not slowing down. Focus on what is best for your organization.

- Have a sound, risk-based, well-thought out and defendable strategy.

- Be yourself, know your strengths, but most of all have the courage of your convictions.

- Have fun.

Final Thought

- My objectives were to:
  - Add value
  - Make a difference
  - Have fun

- My challenge to you is to do the same: go add value, go make a difference and have a little fun along the way.

"If you think you're too small to have an impact, try going to bed with a mosquito in the room."

— Anita Roddick

Thanks For Your Attention

Contact:
Anne Kuhns, CISSP, CRISC
anne.kuhns@gmail.com