

Implementing a Dynamic Security Strategy to Support Business Innovation & Digital Transformation

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Today's Journey

- ▶ Table Stakes
- ▶ Enabling Business
- ▶ Change & Agility
- ▶ Transparency
- ▶ Value





Today's Journey

**Chief Security Officer
& General Counsel**



Outside Counsel



Security, Privacy & Intel



Chief Privacy Officer



Eng./Tech



Inventor





Table Stakes

3.25 Billion Internet Users

21 Billion IoT Devices by 2020 (6B now)

\$400-\$500 Billion Cybercrime
Costs to Businesses

CyberSecurity Budgets
\$170 Billion by 2020

1.5 Million Cyber Workforce
shortage by 2019



Table Stakes

- ▶ Secure Environment
- ▶ Reasonable Security
- ▶ Certifications
- ▶ Operations
- ▶ Stability



Risk



The possibility of loss or harm in exposure to a chance of damage involving uncertain danger in the creates or suggests a hazard or the degree of probability of suc



Business Alignment



Business Alignment

- ▶ Business Opportunities
- ▶ Generate Revenue
- ▶ Business Growth
- ▶ Board, Investors & Customers

- ▶ ... “not in the news”





Security is not the business

Bridging the gap





Business Alignment

- ▶ Business Goals
- ▶ Partnerships
- ▶ Build in Security
- ▶ Build in Privacy



- ▶ Tying to Business Projects
- ▶ Shift CapEx to OpEx
- ▶ Measure Outcomes
- ▶ Embeds

business





Business Alignment

- ▶ Partnerships:
 - Consumer Tech
 - Strategic Goals
 - Risk not Security
 - Bring back to Business





Board and C-Suite Dynamics

Directors are more engaged with a number of IT issues

Directors who say their board is at least “moderately” engaged in overseeing/understanding:

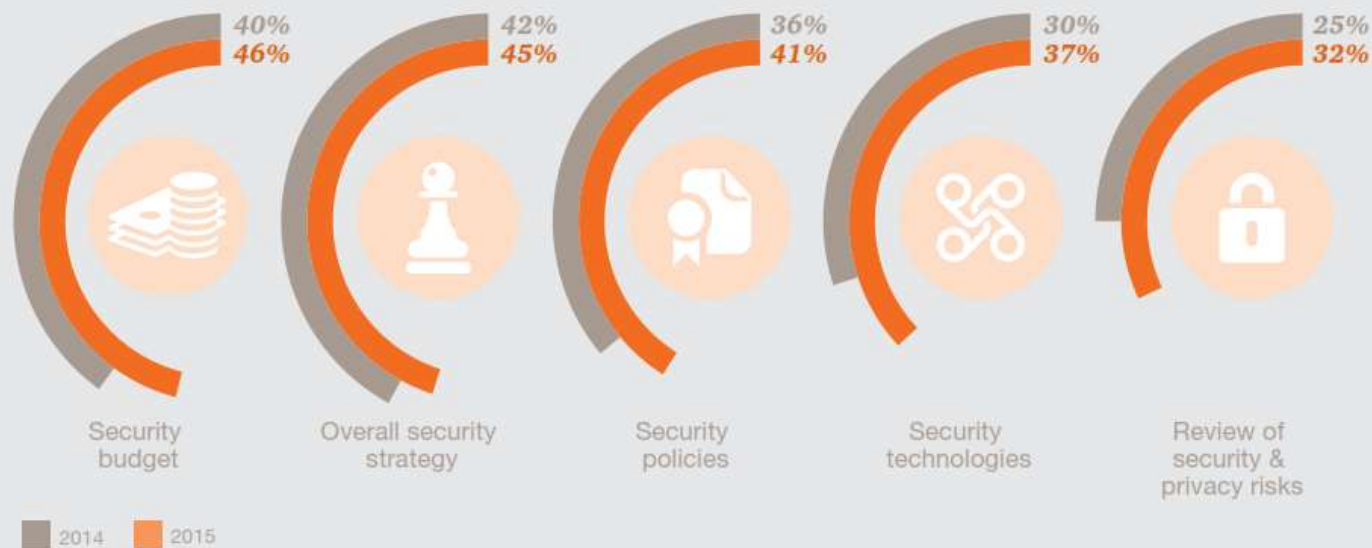


Directors rate IT strategy as a more important director attribute than cyber risk expertise



37% say IT strategy expertise is a more important director attribute than cyber risk expertise

Board participation in information security





Board and C-Suite Dynamics

- ▶ Tone at the Top
- ▶ Accountability
- ▶ Board Experts (SoX)

- ▶ All Companies are Tech Companies

Faltering Target Parts Ways With Chief

By ELIZABETH A. HARRIS MAY 5, 2014



Mr. Steinhafel's resignation is the latest in a series of moves made by the company as it struggles to recover from last year's holiday data breach. Keith Bedford/Reuters



Change & Agility





► Controls & Friction

Adjust Dinner From Anywhere With Your Smart Device!



"I love this Crock-Pot® [Slow Cooker], the WeMo® part is just perfect, easy to use, easy to control...very convenient,...it looks really good, I would recommend [it] to all my family and friends."

~ linanunez



Crock-Pot® 6 Qt. Smart Slow Cooker
wemo® ENABLED

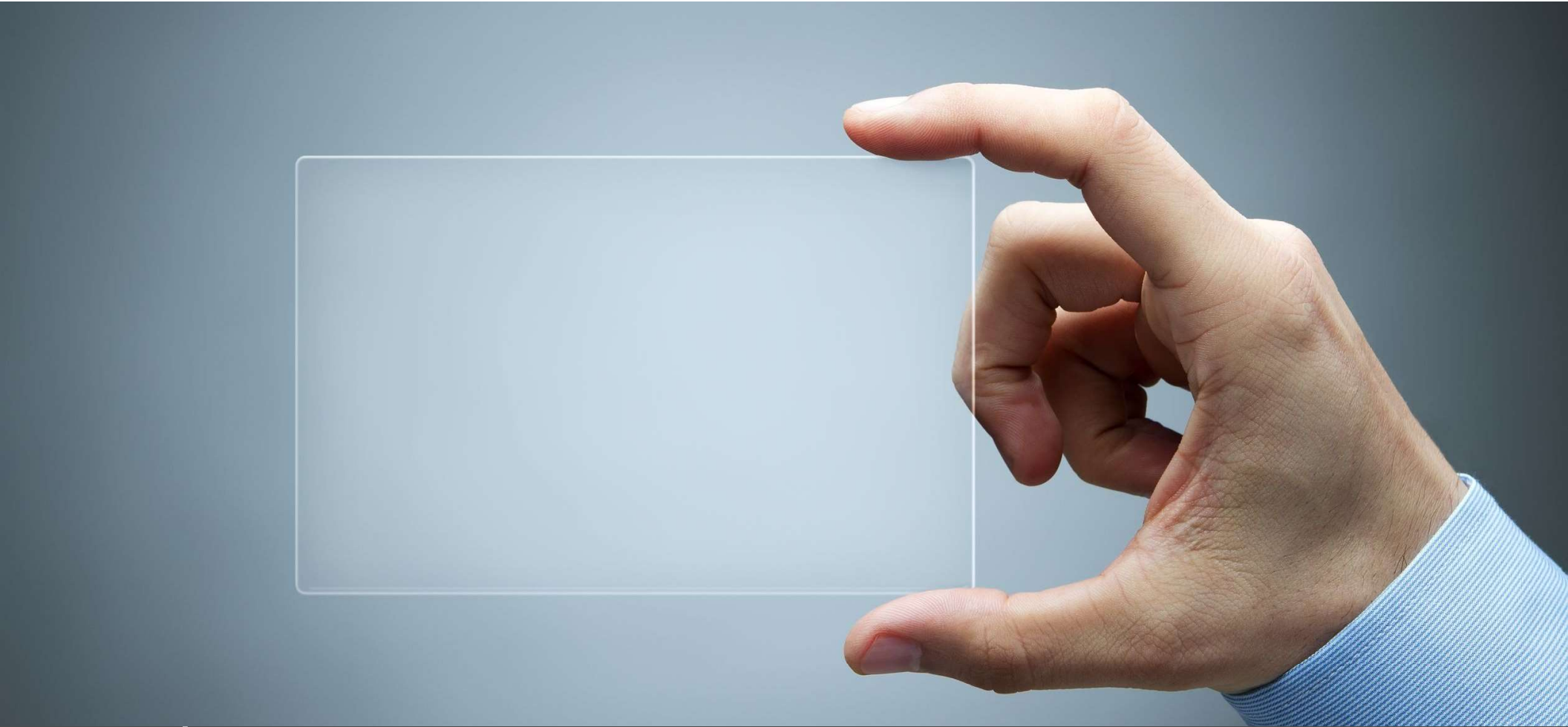
A man in a white shirt and tie is painting the word "IMPOSSIBLE" on a concrete wall with a roller. The word is written in large, bold, black letters. The man is on the left side of the frame, holding the roller up to the wall. The wall is made of large concrete panels with visible joints and some small holes. The overall scene is in black and white, except for the man's shirt and tie which are in color.

IMPOSSIBLE

► Compliance, Legal, Risk



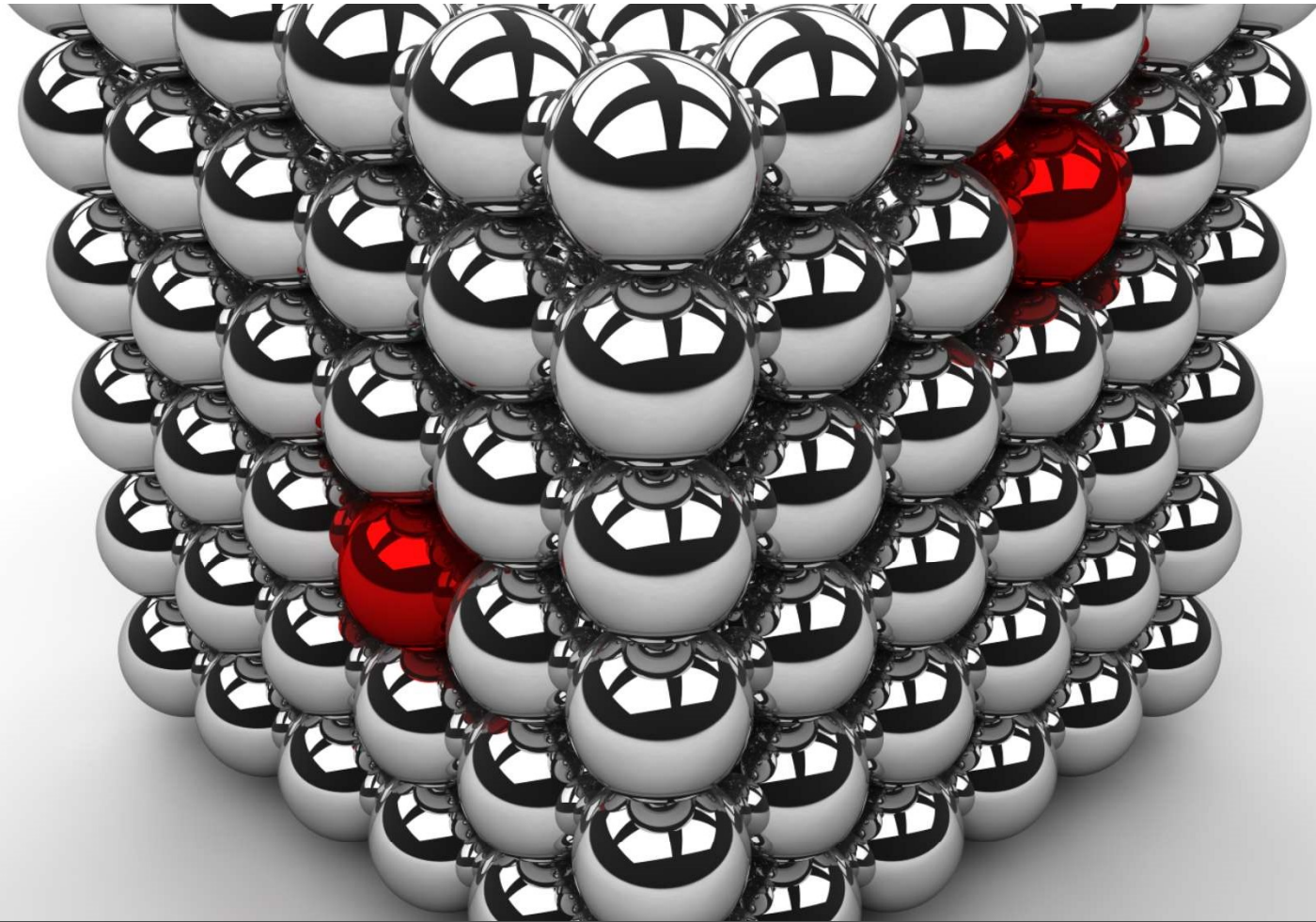
▶ New Threats



Transparency







Value



A hand is shown balancing a black seesaw. The word 'OPPORTUNITY' is written in green on the left side, and 'RISK' is written in red on the right side. The hand is positioned under the fulcrum, with the index finger pointing upwards.

OPPORTUNITY

RISK



Parting Thoughts



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