

SESSION TITLE	Failsafe the Human Psyche to Advance Security and Privacy
SESSION QUICK ABSTRACT	My presentation will focus on the need to create a new, parallel path to fostering innovation to combat the human element.
SESSION SHORT ABSTRACT	<p>We are in now in an era of the “loss of innocence and privacy.” Everyone from grandma, to Oscar winners, and major corporations are targets for cyber criminals; everyone is a target, because of who they are, whom they know, what they do, or even the fact that they are connected to the Internet. If we want to solve today and tomorrow's problems we have to rethink how we deliver security.</p>
SESSION DETAIL	<p>My presentation will focus on the need to create a new, parallel path to fostering innovation to combat the human element. This will be addressed through the sharing of lessons learned and real case studies from the front lines of cyber security from the White House, the battlefields in the Middle East, and in securing Fortune 500 companies. We are in now in an era of the “loss of innocence and privacy.” Everyone from grandma, to Oscar winners, and major corporations are targets for cyber criminals; everyone is a target, because of who they are, whom they know, what they do, or even the fact that they are connected to the Internet. If we want to solve today and tomorrow's problems we have to rethink how we deliver security. The current approach to people, process and technology is built around protecting old digital routines from magnetic strips on the cards (circa 1970s) to a better mousetrap for "user ID and passwords" (circa 1970s-80s) to protecting email accounts (circa 1990s). My career has taught me that taking incremental steps in cyber security technology and privacy will</p>

keep putting us further behind in countering the threat environment. This lesson has been consistently reinforced throughout my time in banking, as the Chief Information Officer at the White House, and advising the C-Suites of the Fortune 500. We must critically reexamine how we assess our security technology, procedures, and methodology to truly understand the full scope of risk we bear daily and the best course of action to mitigate this risk. The security at the White House came down to people--We knew that we had to address the hearts and minds of the staff if we wanted to protect their privacy and security. If solving cyber security and privacy issues were as simple as following security best practices, everyone would plug the holes and we'd be safe. If it were only that simple. The problem is not just a technical or economic issue - we need to also see it as a human psyche issue. So how do we build solutions and processes that address the human psyche? Until security teams apply innovation and seek to truly understand the human element that creates the security or privacy breach, we will continue to be at risk of privacy and data loss.