In Partnership With

SecureTheVillage

CYBERSECURE
SoCal 2019

CYBERSECURITY IS A TEAM SPORT!

Pepperdine University | West Los Angeles Graduate Campus
October 17, 2019
Welcome to Cybersecure SoCal 2019!

Cybersecurity is a Team Sport!

More than ever, cybersecurity risks threaten our businesses, government, and personal lives, and demand greater leadership from executives and boards. Because cyber risk is a business problem—not an IT problem—it must be addressed collaboratively throughout the organization to be effective. The bottom line is that we must build great teams to address cybersecurity!

Welcome to this curated learning experience designed to bring leaders together from business, government, and nonprofits to develop a better cybersecurity posture that benefits us all.

**Working together, we will learn how to:**

- Understand the evolving cyber threat landscape
- Build teams to better address threat detection, evaluation, and mitigation, as well as e-discovery
- Ask the right questions
- Share practical tools, resources, and next steps

We look forward to your contributions to this learning experience and thank you for making our communities stronger.
8–8:30 AM  **Registration and Continental Breakfast**

8:30–8:45 AM  **Welcome and Opening Remarks**
Jonathan See, Pepperdine University
Charla Griffy-Brown, Graziadio Business School
Stan Stahl, SecureTheVillage

8:45–11 AM  **Keynote Speakers and Active Learning Exercise**
*Why We Need Better Capabilities and Collaboration*
Ron Ross, National Institute of Standards and Technology
Jeff Aguilar, Los Angeles County

11–11:15 AM  **Break**

11:15 AM–Noon  **Panel**
*How to Build Capability in and Across Organizations*
Sean Martin, ITSPmagazine

Noon–12:40 PM  **Lunch**

12:40–1 PM  **Greetings**
LA Cyber Lab, SecureTheVillage, and Our Lunch Sponsor

1–2 PM  **Speakers and Active Learning Exercise**
*What Executives and Boards Need to Know and What Questions They Should Ask*
Eric Rasmussen, Grobstein Teeple
Howard Miller, LBW Insurance
Charla Griffy-Brown, Graziadio Business School

2–2:15 PM  **Break**

2:15–3:15 PM  **Speakers and Active Learning Exercise**
*How to Leverage Your Capabilities After an Event*
Robb Caruso, Driven, Inc.
Joseph Greenfield, Maryman & Associates

3:15–3:30 PM  **Closing Remarks**
I am delighted and honored to welcome you to Cybersecure SoCal 2019!

We are at an important inflection point in our digital world. Few issues pose a greater risk to business and government leaders today than cybersecurity. As our digital world expands with agile data architecture and the Internet of Things, our attack surface continues to increase. New opportunities arise with architecture such as blockchain, AI, and new technologies to assist in cyber defense. However, the creativity and business acumen of cyber criminals continues to grow with new criminal business models developing daily. Global cost attributable to cybercrime is expected to exceed $2 trillion by 2020. Given that there are currently 8.4 billion connected devices (a number that increases daily) for a world population of 7.6 billion people, this cost estimate is most likely a very low prediction. Cybersecurity plays a role in global politics, economics, social justice, and even terrorism. A critical need exists to develop business, government, and nonprofit leaders who include cyber risk analysis in all aspects of their decision-making in order to create a safer world. Importantly, given the sophisticated collaboration of cyber criminals, it is clear that each of our organizations cannot undertake this daunting task alone. This is why I am so very glad you are here!

At the most fundamental level, these issues are much more than an IT problem and can only be addressed effectively through leadership and collaboration. We are discovering that we must build successful teams within and across organizations to ensure that our families and communities are safe and prosperous. To help achieve this goal, we have designed this conference to be an interactive learning experience. Speakers and facilitators from law enforcement, industry thought leaders, attorneys, and seasoned chief information security officers across industry verticals will inform you about the evaluation of risk and building teams to help prevent, identify, evaluate, and mitigate cybersecurity threats. We will focus on the following key questions: Why do we need better capabilities and collaboration? How do we build capability in and across organizations? What questions should executives and boards ask? How do we leverage our capabilities and partnerships after an event?

We are very excited to partner with SecureTheVillage. We are also truly grateful that representatives from Los Angeles mayor Eric Garcetti’s office will be joining us today from LA Cyber Lab.

As this problem emerges as one of the grand challenges of the 21st century, we all must work together to create a safe and prosperous community.

I invite you to continue learning more about this critical area and become part of the solution by enrolling in Pepperdine Graziadio’s Cyber Risk Professional certification. My hope is that this is the beginning of our ongoing collaborative work together.

Thank you for attending.

Charla Griffy-Brown
To Our Village

Fifty years ago, Robert Kennedy reminded us that “the future is not a gift. It is an accomplishment.”

Nowhere is this more true than in our need to create a cybersecure future, one where our information is safe and our privacy assured. Under attack from criminal gangs, political enemies, and nation states, creating this cybersecure future requires that we learn to manage cyber risk with the same diligence and effectiveness as we manage other business risks.

Four years ago this week, a group of us founded SecureTheVillage with the recognition that we had to get everyone involved if we were to create our cybersecure future. Our name was explicitly chosen to reflect the reality that it takes the village to secure the village. Our objective—to organize our community, providing actionable education that turns people and organizations into cyber guardians—reflects this same perspective. Everyone has a role to play in managing cyber risk.

That’s why we in SecureTheVillage are proud to be collaborating with our Pepperdine Graziadio CyRP colleagues in presenting Cybersecure SoCal 2019.

In the spirit of Confucius who wrote: “I hear and I forget. I see and I remember. I do and I understand,” we will engage throughout the day in active learning exercises designed to assist us in (i) understanding the evolving cyber threat landscape, (ii) building teams to better address threat detection, evaluation, and mitigation, as well as e-discovery, (iii) asking the right questions, and (iv) sharing practical tools, resources, and next steps.

We are most grateful to the many excellent speakers you will hear from today. Men and women with extensive experience in cybersecurity and cyber risk management who are taking time to be with us.

We are grateful also to the many companies you see represented here and their commitment to a cybersecure Los Angeles. It takes money to do good. What you see and experience today could not happen without their generous support.

We owe a great debt of gratitude to all the people who worked many long hours to bring you Cybersecure SoCal 2019. Most particularly, I want to call out Anya Kramer of SecureTheVillage and Jennifer Cruz of Citadel Information Group, along with Christina LeRubio and Stephanie Contreras of the Graziadio Business School. Thank you.

And my personal great thanks to professor Charla Griffy-Brown and her excellent CyRP team who put together today’s program and designed the active learning exercises. Do. Learn. Confucius would be proud.

I encourage you to spend the day learning and networking, becoming a better cyber guardian, better able to create that cybersecure future your organization—and our village—needs. I encourage you as well to take advantage of the other resources of SecureTheVillage so that together we can accomplish a cybersecure future.

Thank you for being part of our village.

Cheers.

Stan Stahl
President

STAN STAHL
President
SecureTheVillage
SPEAKERS

JEFF AGUILAR (MBA ’15)
Los Angeles County
As deputy chief information security officer (CISO) of Los Angeles County, Aguilar is responsible for working with the county CISO on all aspects of information security, including strategy development, program maturity, and adherence to federal information security policy. He works with other county departments on security initiatives and the initiatives’ alignment to business. Aguilar has served as a consultant to a number of Fortune 500 organizations providing an array of services ranging from advisory roles to executive leadership to recommendations of technical solutions, and he has experience in the automotive, healthcare, financial, technology, and consulting industries. Aguilar holds industry certifications in information security and risk management, and earned his MBA from the Graziadio Business School.

ROBB CARUSO
Driven, Inc
Robb Caruso is a Certified E-Discovery Specialist, having served corporate legal and law firms in defensible legal discovery projects since 2003. At Driven, Caruso helps shepherd clients in collecting, processing, searching, hosting, and reviewing electronic evidence in response to litigation and investigations. He also provides expertise at implementing analytics and technology-assisted review workflows and in information governance, with the goal of overall reduction of volume and risk associated with keeping electronically stored information. Caruso is a member of the SecureTheVillage board.

JOSEPH GREENFIELD
Maryman & Associates
Joseph Greenfield is the managing director and chief forensic examiner with Maryman & Associates, where he has worked for the last 13 years. His expertise is in deep file system analysis and servers, both Windows and Linux, including intrusion investigation, investigation of corporate espionage and employee espionage, and email recovery and analysis. Greenfield is also an associate professor of information technology practice at the Viterbi School of Engineering at the University of Southern California, where the multiple programs authored and coauthored by him attract more than 100 students every semester. Greenfield holds a bachelor’s degree in computer engineering and computer science and a master’s in computer science from the University of Southern California, and is a PhD candidate in computer science with a concentration in digital forensics at the University of Rhode Island.
SPEAKERS

MARİ GALLOWAY
Women’s Society of Cyberjutsu
Mari Galloway is the CEO and a founding board member of the Women’s Society of Cyberjutsu, one of the fastest growing 501c3 nonprofit cybersecurity communities providing women with support in careers as cybersecurity professionals. Galloway began her cyber career with Accenture where she excelled as a network engineer. Her more than nine years of IT experience span network design, risk assessments, vulnerability assessments, and incident response and policy development across government and commercial industries. She holds a bachelor’s degree in computer information systems from Columbus State University and an MS in information systems from Strayer University, along with several technical and management certifications.

CHARLA GRIFFY-BROWN
Graziadio Business School
Charla Griffy-Brown is a tenured, full professor at Pepperdine University who has trained hundreds of executives in the areas of business innovation leveraging digital systems and optimizing cyber risk. Griffy-Brown has worked with business leaders and executives to deploy a risk-based approach in organizations such as Johnson & Johnson, Paramount Pictures, and Nintendo. She currently serves as a director on two corporate boards and two nonprofit boards including the California Technology Council. She is also the editor in chief of the international journal, Technology in Society.

At Pepperdine University, Griffy-Brown chairs the Part-Time MBA program, the Cyber Risk Professional Certification Advisory Board, and the Advancement of Student Learning Council. She teaches in the Executive MBA, Part-Time MBA, Full-Time MBA, and Master of Science in Applied Analytics programs, as well as the digital innovation concentration. Griffy-Brown received the University’s Howard A. White Award for Teaching Excellence in 2011, and was recognized in 2016 as one of the most cited scholars at the University. In 2019 she was the Graziadio Business School’s recipient of the University’s George Award for outstanding scholarship, teaching, and service.
SPEAKERS

SEAN MARTIN

*ITSPmagazine*

Sean Martin is an information security veteran of nearly 25 years and a four-term Certified Information Systems Security Professional. Martin is the cofounder and editor in chief at *ITSPmagazine*, which addresses issues involving technology, cybersecurity, and society. He is also the president of imsmartin, an international business advisory firm. Martin's articles on security management, cloud computing, enterprise mobility, application security, InfoSec awareness and education, bug bounties, governance, risk, and compliance—frequently focusing on specialized industries and sectors such as government, finance, healthcare, insurance, law, manufacturing, and supply chains, have been published globally. He is currently an adjunct professor at the Graziadio Business School and serves on its Cyber Risk Professional Advisory Board.

HOWARD MILLER

*LBW Insurance*

Howard Miller is senior vice president and director of the Tech Secure Division at LBW Insurance. Miller provides complete insurance programs and advisory consulting with a specialty focus on technology errors and omissions, cyber liability, and technology risk for a range of industries including manufacturing, distribution, entertainment, financial services, professional services, and nonprofit organizations. He is also a member of the Society of Automobile Engineers, G-32 cyber physical systems security standards group. Miller is a Certified Risk Manager and Certified Insurance Counselor and Governance, Risk and Compliance Professional, and also earned a Cyber Risk Professional certificate from Graziadio Business School, where he is a member of the Cyber Risk Professional Advisory Board. He has served on many conference panels with Federal Bureau of Investigation officers, information security leaders, and executives regarding technology risk and cyber insurance, and is also a board member of SecureTheVillage.

ERIC RASMUSSEN

*Grobstein Teeple*

Erik Rasmussen is a principal of Grobstein Teeple, where he heads its cybersecurity and risk management solutions group. Rasmussen previously worked as a managing director at a global risk management firm covering incident response and governance. He also served as a United States Secret Service agent for nine years and conducted dozens of domestic and international computer crimes investigations. Rasmussen’s security acumen includes the Secret Service’s protective intelligence and threat assessment mission where, for nearly a third of his career, he investigated domestic and international terrorism. An internationally recognized speaker, Rasmussen has spoken at INTERPOL and RSA Security and is quoted in numerous media publications, including the Associated Press, Newsweek, and USA Today. Rasmussen earned a bachelor’s degree from Occidental College and a JD from the Seattle University School of Law.
RON ROSS

National Institute of Standards and Technology

Ron Ross is a Fellow at the National Institute of Standards and Technology, where he focuses on cybersecurity, systems security engineering, and risk management. Ross leads the Federal Information Security Modernization Act (FISMA) Implementation Project, which includes the development of security standards for the federal government, contractors, and the United States critical infrastructure. He also leads the Joint Task Force, an interagency group developing a unified information security framework for the federal government. In addition, Ross supports the US State Department in the international outreach program for cybersecurity and critical infrastructure protection. During his military career, Ross served as a White House aide and advisor to the Department of the Army. He is a graduate of the United States Military Academy at West Point and Defense Systems Management College and holds a master's degree and PhD in computer science from the US Naval Postgraduate School specializing in artificial intelligence and robotics.

JONATHAN SEE

Pepperdine University

Jonathan See has worked in higher education for 28 years. He has served as the chief information officer (CIO) at Pepperdine University since 2012. From 2005 until his CIO appointment, See's positions at Pepperdine included senior director for IT Administration and Client Services, and deputy CIO. Previously, See worked for more than three years at the Getty Research Institute as the head of administration and for 14 years at California State University, Los Angeles, where he most recently served as deputy executive director for commercial operations. See earned a bachelor’s degree in radio and television broadcasting from California State University, Los Angeles and a master’s degree in public administration from California State University, Northridge.

STAN STAHL

SecureTheVillage

Stan Stahl is founder and president of SecureTheVillage, a nonprofit organization whose mission—through community organization and actionable education designed to turn people and organizations into cyber guardians—is a cybersecure Los Angeles. He is also the cofounder and president of Citadel Information Group, a firm delivering information security management services to businesses and nonprofit organizations. An information security pioneer, Stahl began his career securing teleconferencing at the White House, databases inside Cheyenne Mountain, and the communications network controlling our nuclear weapons arsenal. He also serves on the Los Angeles Cyber Lab advisory board and the Graziadio Business School’s Cyber Risk Professional Advisory Board. Stahl received his PhD in mathematics from the University of Michigan.
WENDY WU

Wendy Wu is the senior managing director in Stroz Friedberg’s Los Angeles office and leads the firm’s West Region practice. Wu directs engagements involving cybercrime and data breach response, information security, digital forensics, intellectual property protection, and electronic discovery. Wu previously worked as an assistant US attorney in the US Attorney’s Office of the Central District of California, where she served in the cyber and intellectual property crimes section of the national security division. In this role she conducted and supervised investigations and prosecutions of computer intrusions, extortionate denial of service attacks, computer and internet fraud, and other abuses. In her earlier career, Wu was a member of the white collar defense and investigations group at Proskauer Rose. Wu received a JD from the American University Washington College of Law.

JULIAN WAITS

Julian Waits is the general manager of cyber business at Devo, a firm providing operational and business insights from analytics on streaming and historical data to organizations’ operations, IT, security, and business teams. He is also an advisor to NopSec, which helps businesses protect their IT environments from security breaches through automated cyber security attack simulations and risk remediation efforts. Waits serves as the International Consortium of Minority Cybersecurity Professionals board chair, a board director for Lynx Technology Partners, and as a member of the advisory board of National Cybersecurity STEM Education. He earned a bachelor’s degree from Xavier University of Louisiana.
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We would like to thank the Cybersecure SoCal 2019 committee members for their tremendous leadership in creating today's event.

John Coleman
Stephanie Contreras
Charla Griffy-Brown
Christina LeRubio (MA ’12)
Howard Miller
Stan Stahl