CITADEL
INFORMATION GROUP, INC.

SecureTheVillage

Cybersecurity: Surviving the Growing Cyber Tsunami.
What the Executive Must Do.

You've grown your business by managing risk. Financial risk. Operations risk. Sales risk. The risk of losing a key employee or a change in the market.

There's a new risk that now must be managed: Cyber risk … the risk to the business of cyber crime or other serious cyber incident.

Cyber crime is technological climate change. It is not a problem to be solved; it is a situation to be managed. It's not going away and it's growing every day.

Upwards of forty per cent of all cyber crimes involve small and medium size companies. If you are one of those forty percenters, it means that you see an entire year's profits wiped out. It means that you will have to delay investing in your growth. It could also mean that the value of your company will decline. And for as many as 30% of you, it means you go out of business.

It also means that CEO's who lead their companies to become cybersecure will enhance their chances of gaining competitive advantages and sustained success. Not only is it dangerous to be one of the 40 percenters, there's competitive advantage in not being one of the victims.

58% of malware attack victims are categorized as small businesses. Verizon 2018 Data Breach Investigations Report

In 2017, cyber attacks cost small and medium-sized businesses an average of $2,235,000. Ponemon 2017 State of Cybersecurity in SMBs

92.4% of malware is delivered via email. Verizon 2018 Data Breach Investigations Report

60% of small businesses say attacks are becoming more severe and more sophisticated. Ponemon 2017 State of Cybersecurity in SMBs

Cybersecurity is more than IT doing its best to protect your data. Cybersecurity involves your entire culture. This is the most important thing the CEO needs to know about cybersecurity. It's a critical fact that most Executives are still learning. It's a fact that the executives at Target, Equifax, and the DNCC did not get until it was too late. ***Managing cyber risk isn't just about IT. Managing cyber risk is mostly about leadership.***

The 5 Vital Things the Executive Must Do.

Goals: Be a Hard Target. Be a Resilient Target

Step 1: Recognize You Have a Management Challenge … And It's More Than IT.

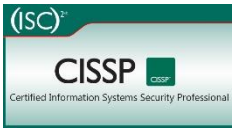
Step 2: Establish Leadership and Responsibility. An Information Security Manager supported by a Cross-Organizational Leadership Team.

Step 3: Ensure the Team Has Access to Subject Matter Knowledge and Expertise.

Step 4: Establish Accountability.

Step 5: Lead — Turn Your People & Your Organization into Cyber Guardians.

Successful CEO's seeking to lead their companies to become cybersecure already possess the management acumen and leadership passion required to manage cyber risk. These are things the CEO knows and can apply to managing cyber risk. What's missing is domain specific knowledge and expertise.



There has been a growing information security professional community — the people defending organizations against cyber crime — since the late-1970s. A growing number of these men and women are *Certified Information Systems Security Professionals*, a certificate introduced in the early-1990s encompassing knowledge and experience in 10 specific cybersecurity 'domains of knowledge.' The *National Institute of Standards and Technology's Cybersecurity Framework* is becoming a de facto management standard. The *Center for Internet Security's Critical Security Controls* are a set of 20 IT security management best practices. Citadel founded *SecureTheVillage* in 2015 as a 501(C)3 nonprofit to bring this information and expertise to the many organizations needing it.

The CEO will want to ensure that the Information Security Manager and Leadership Team has access to — and takes advantage of —this expert body of knowledge and expertise. The risk of trying to go it alone is too high.

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