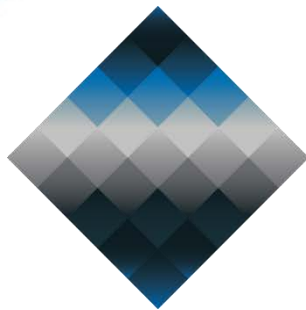


# Creating Resilience in the Digital Frontier

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# Creating Resilience in the Digital Frontier

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# Today's Moderator



## **David Bradford**

Chief Strategy Officer and Director of  
Strategic Partnership Development  
Advisen



# ● Today's Panelists



**Robert Dowling**

Product Manager, Cyber Risk  
Management Solutions,  
Dynerics, Inc.



**Chris Keegan**

Senior Managing Director,  
Cyber & Technology National  
Practice Leader,  
Beecher Carlson



**Tim Layton**

Cybersecurity Risk Management  
Advisor,  
Tim Layton & Associates, LLC



Technology integration  
**Cyber criminals** Reputational damage **Investments**  
Regulation Lack of skilled resources  
**Insurance** Competing priorities **Phishing attacks** Employee awareness  
Threat intelligence Incident response **Competition**  
Liability **Espionage** Ransomware **Ad hoc infrastructure**  
**Sr. Exec support**  
**Business risks**

# Welcome to the Digital Frontier

# The Cybersecurity Challenge



**ZDNet** SEARCH MENU US

**MUST READ** WHY IT'S TIME TO GIVE TWITTER BACK TO THE COMMUNITY

## Hackonomics: 'Cyber Black Market' more profitable than illegal drug trade

OPINION: A new report by RAND commissioned by Juniper Networks has some eyebrow-raising conclusions about the black market for hacks, cracks, data theft, botnets, and zero days.

By Violet Blue for Zero Day | March 26, 2014 -- 11:24 GMT (04:24 PDT) | Topic: Security



**RAND CORPORATION**

## Markets for Cybercrime Tools and Stolen Data

Hackers' Bazaar

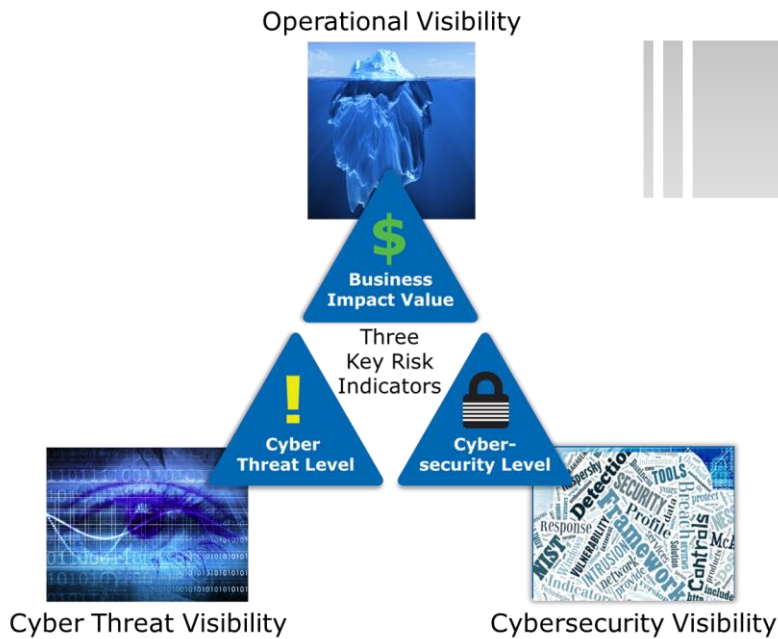
Lillian Ablon, Martin C. Libicki, Andrea A. Golay

**Resilience must be the goal!**

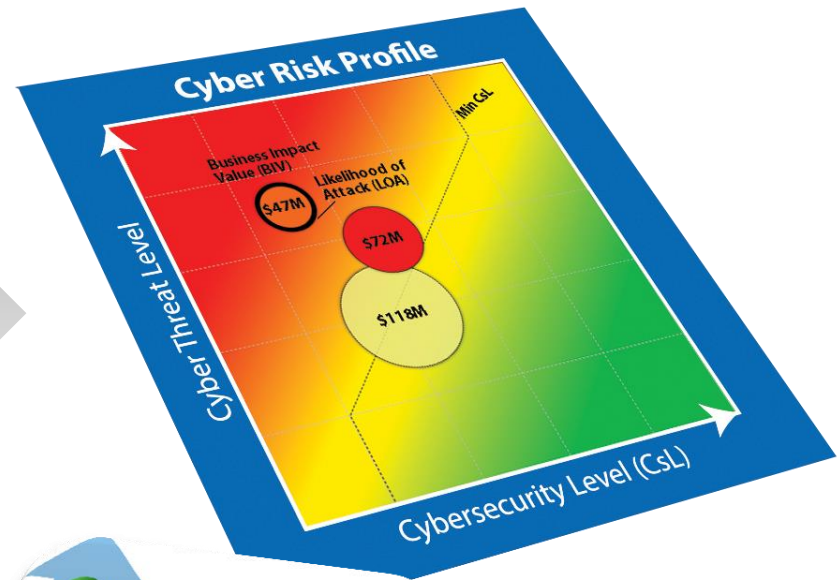




# Create resilience by focusing on 3 Key Risk Indicators

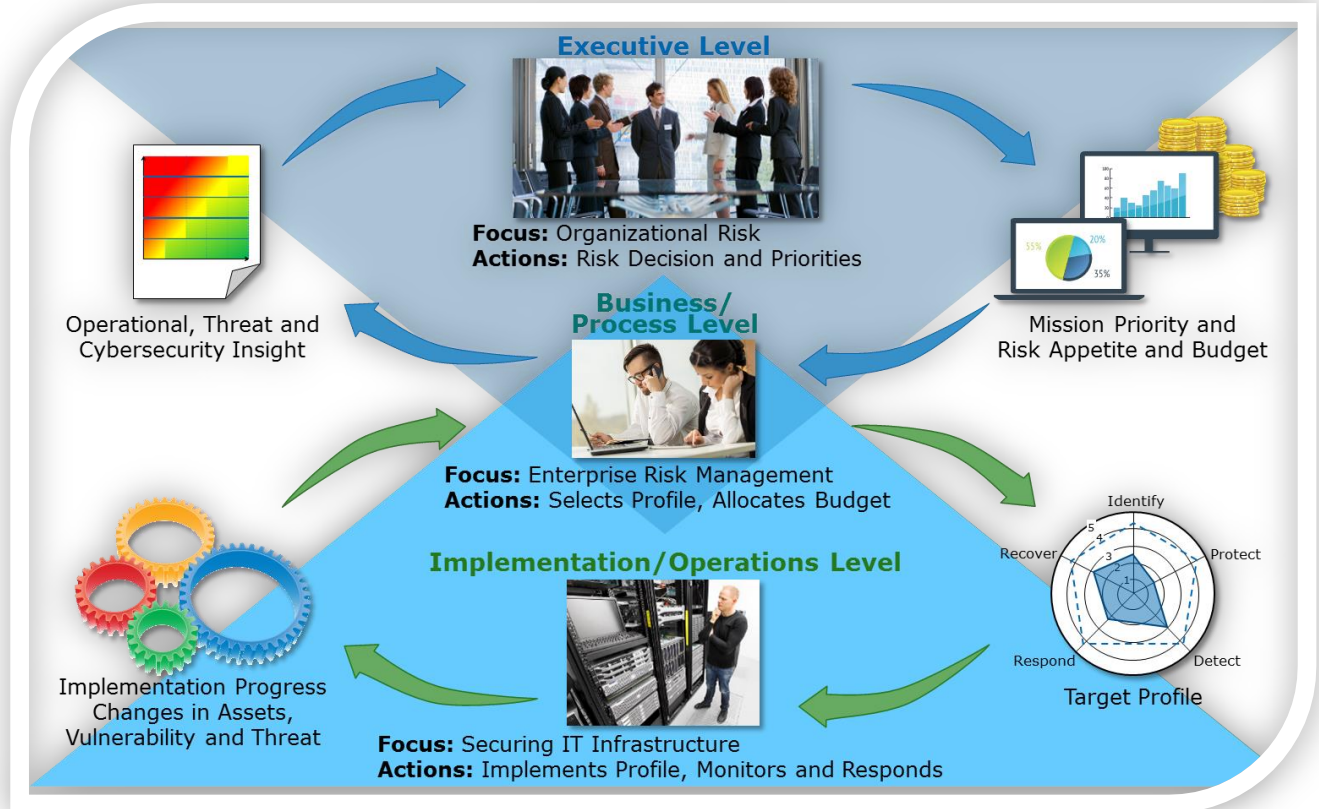


Sustain resilience through continuous situational awareness!



# NIST Cybersecurity Framework

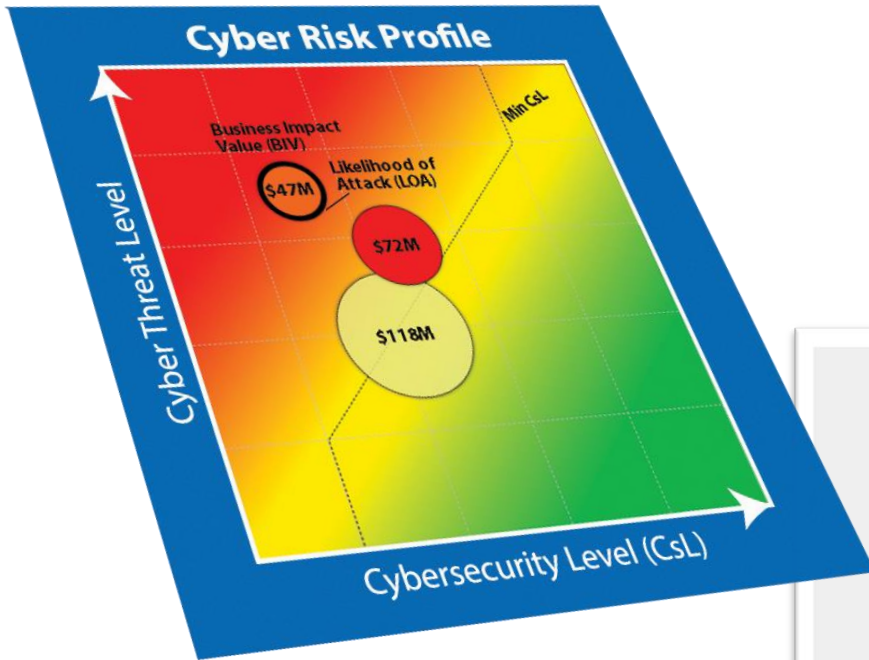
- Voluntary framework released Feb. 2014
- Projected to become the de facto standard for cyber risk management



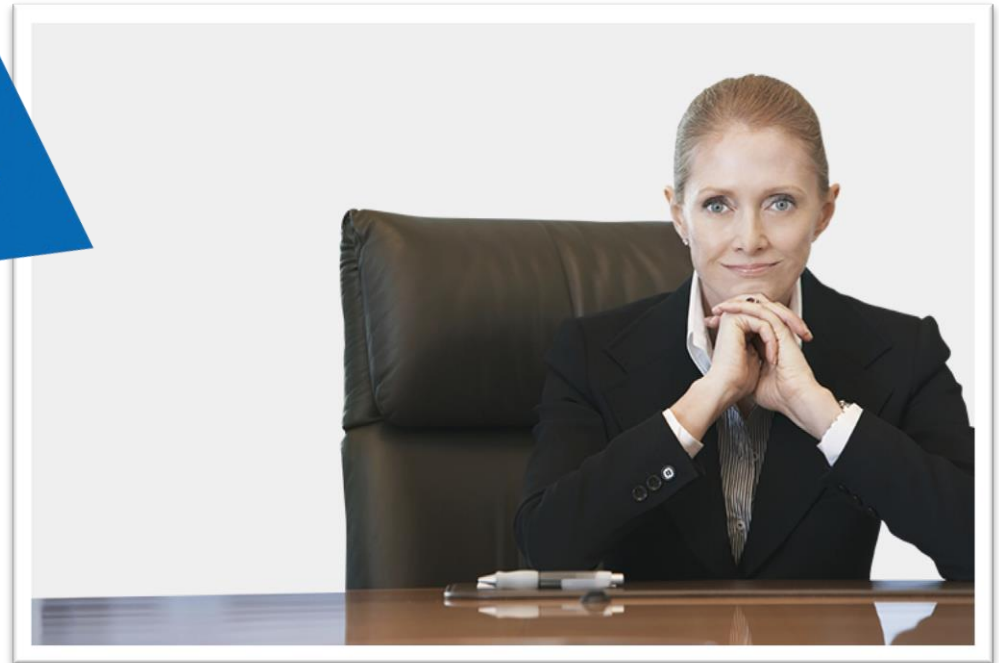
## Why ignoring the NIST framework could cost you

*"Some have suggested that failure to implement the NIST Framework could create a 'presumption of negligence,' should an incident occur. That's definitely a possibility. But the Framework could also act as a form of security "safe harbor" for companies."*

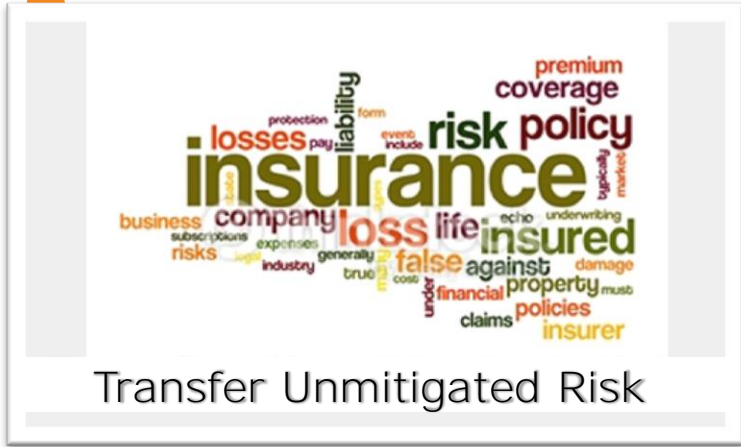
Scott J. Shackelford  
 Assistant Professor of Business Law and Ethics, Indiana University  
 Senior Fellow, Center for Applied Cybersecurity Research  
 National Fellow, Stanford University Hoover Institution



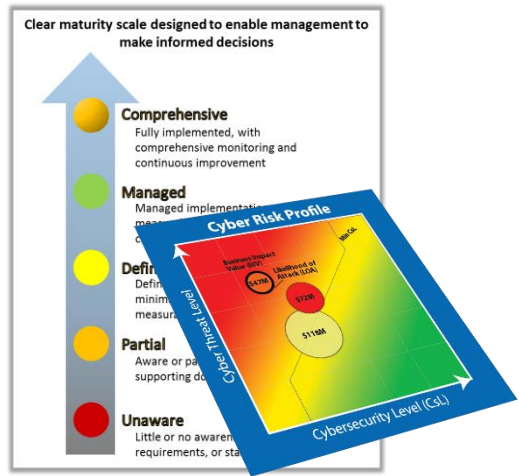
**Do we have enough cybersecurity?**



# Creating A Resilient Business



## You can be successful!



Sustain via maturity



NIST CSF



Focus on the 3 KRIs



Resilience requires visibility

# Thank you to our panelists!



**Robert Dowling**

Product Manager, Cyber Risk  
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**“Planning for the Worst: The Role of Incident Response, Before You’ve Had an Incident”**

Date: September 7<sup>th</sup>

Time: 11 AM ET

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The graphic features a dark blue background with a collage of images: a person in a black hoodie and mask working at a computer, a server rack, and a globe. The text is centered and reads: **CYBER RISK INSIGHTS CONFERENCE** with a power button icon for 'RISK'. Below this is an orange bar with **NEW YORK**. The date **OCTOBER 27, 2016** and location **GRAND HYATT, NEW YORK CITY** are listed below. At the bottom left is the Advisen logo (a stylized triangle) and the text **Advisen Transforming • Insurance™**. At the bottom right is an orange button with **REGISTER NOW!**

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