



CISO 360

USA

Created and hosted by
PULSE
CONFERENCES
inspire | connect | innovate

24 March 2020
Convene - 237 Park Avenue
New York City

Connecting Minds, Building Bridges: Cybersecurity Resilience for Evolving Business and Threat Horizons

REGISTER NOW
www.ciso360usa.com



A trusted community - creating meaningful interactions for CISO, CSO, CxOs, stakeholders and luminaries

"Nowhere else will you find such relevant content for CISOs, shared by leaders in their fields"
Director Security Engineering, Inmarsat

Strategic Partner

Think Tank and Networking Sponsor

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**BARCLAY
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 **C_nSight**
By TDI

CERTES
NETWORKS



Dear Colleague,

On 24 March 2020, CISO/CSOs and senior cybersecurity and threat intelligence practitioners, mainly from across the East coast, will meet in New York City to benchmark progress and approaches to cybersecurity challenges. Developed and hosted by Pulse Conferences, creator of the successful international CISO 360 and CSO 360 series, we are delighted that New York is the host city for this upcoming one-day event, CISO 360 USA.

Designed to benchmark current understanding, approaches, challenges and opportunities in cybersecurity and digital innovation, CISO 360 USA is an authentic international think tank that aims to forge trusted, lasting professional connections for all participants – delegates, speakers and sponsors. The programme provides critical updates on the emerging opportunity and risk horizon, role expectations and business technologies within the years to come.

Bring your experience to the discussion in this unique closed-door environment designed to benchmark current understanding, and opportunities for resilience, of the risk horizon, and forge trusted, lasting professional connections with an international network of peers. Collaboration and building bridges in the cybersecurity field is more important than ever – trusted partnerships and connections are vital, internally as well as with supply chains, stakeholders and customers.

Key themes for CISO 360 USA 2020

The mission is clear: resilient transformation and steerage of the enterprise into the next era of digital business. To advance, building bridges is more important than ever - new partnerships and connections are vital - internally, within supply chains and with customers.

1. Cyber defence, privacy and trade-offs

Tackling those elephants in the room and bigger geopolitical, economic and crime questions in a VUCA world

2. Digital innovation and resilience

Realities of CISO and CIO as enablers of business innovation

3. Cybercrime, intelligence and response strategy

Latest in prevention, remediation, offensive security, intelligence

4. Security leadership

Culture, privacy and trust in an era of data explosion

5. Governance and operational resilience

Risk and governance and the supply chain in crisis

6. Talk to the Board, investment and IP leverage

Leverage opportunities in cybersecurity for business value!

“By far the best event for I have attended. I always makes an effort to attend CISO 360 as it is not just an event, it is a trusted community that comes together from around the world!”

Group CISO and Group DPO, MS Amlin

www.ciso360usa.com | +44 (0) 20 7936 8989 | teampulse@pulseconferences.com

Speakers including

- **Eduardo Jany**, Executive Officer, Global Security Operations, **Bloomberg LP**
- **Jason L. Stradley**, VP Chief Security Technology Officer, **Options Clearing Corporation**
- **Jess K. Dean**, Vice-President Solutions, **TDI**
- **Kirsten Davies**, SVP & CISO, **The Estée Lauder Companies**
- **Konstantinos Karagiannis**, Head of NYC Hacking Lab
- **Marcus Alldrick**, Digital Risk Management, Security and Compliance Advisor (Fmr CISO, **Lloyd's of London**)
- **Michael Colao**, Chief Corporate Security Officer, **AXA**
- **Michael P. O'Hara**, Head of Cyber Security, **New Avon (LG H&H)**
- **Ned Farmer**, Geopolitical Risk Manager, **American Airlines**
- **Paul Innella**, CEO, **TDI**
- **Quentyn Taylor**, Director of Information Security Europe, Middle East and Africa, **Canon Europe**
- **Ray Stanton**, SVP/ Group Chief Security Officer and NED
- **Addison Vedadi**, Business Technologist, **TDI**
- **Valentina Soria**, Executive Director, Head of Threat Intelligence **Morgan Stanley**
- **Dr. Robert Coles**, Director, **Cumberland House Consulting Ltd**, Honorary Professor, **UCL** and Visiting Professor, **Royal Holloway, University of London**

6 ways that CISO 360 events differ

1. **Trust-based community** - an open sharing environment, held entirely under the Chatham House Rule
2. **Truly international, multi-faceted panel** - with a focus on CISO to CISO benchmarking as well as bringing in new inspiring ways of thinking from non security perspectives!
3. **Authentic integration** - between inhouse security, supply chain and technology innovators
4. **Immersive agenda** - debates, think tanks, roundtables, by sector discussions, scenario planning, live metrics...
5. **Integral CISO 360 networking experience** - enduring connections are guaranteed or your money back!
6. **A fresh R&D and investment focus** - views from technology innovators and investors

Questions for discussion including

As technological advances continue to outpace operations, legal and policy, how can we build trust in technology while remaining accessible? How do we translate trust, sharing and collaboration into technological terms?

- How can we ever strike a balance between attackers and defenders as our surface areas keep expanding?
- What are the business benefits and challenges of a converged global security operation?
- How can we take leverage the business opportunities of data explosion, analytics and threat intelligence?
- What is the right level of prescriptive law, regulation and standards for cyber risk?
- With so many technology providers, how do we reduce supply chain risk? What is our 'plan b'?

08:30	Registration and Coffee	13:50	PANEL Leading teams of cybersecurity futurists - What are our Biggest Responsibilities, Priorities and Opportunities? A New Era <ul style="list-style-type: none"> • What type of cyberattacks do you predict will threaten your company over the next year? • What needs to be done today to prepare our organisations for tomorrow? • What do we believe are the top ways to protect our companies against cyberattack? • What are the most effective strategies we are using right now? • What are the organisations do we think as a group will come out tops? • What are our top tips and experiences in building cultures of cybersecurity? • How can we take our own cybersecurity strategy to the next level?
09:00	Chairman's Opening		
09:10	KEYNOTE Holistic security Kirsten Davies, SVP & CISO, The Estée Lauder Companies		
09:40	KEYNOTE Best practices for managing and marketing a global security programme - Learnings from a CSO Hear lessons learned from the award-winning Bloomberg Global Security Operations program. The discussion will include information on overcoming challenges, incorporating policies and procedures as well as performance metrics for a holistic security program to include physical security, guarding management, event security, threat and risk assessments, travel security and health and life safety. Promoting and marketing a smart security program as well as training programs will also be presented. The Bloomberg Security Operations (SE-COPS) Unit was the recipient of the 2017 OSPA "Best Internal Security Organization" award, a 2018 finalist for that same OSPA, winner of the Brandon Hall Award for best innovations in training and has the only comprehensive security program for a corporate headquarters certified by the U.S. Department of Homeland Security SAFETY Act. Eduardo Jany, Executive Officer, Global Security Operations, Bloomberg LP	14:20	FIRESIDE CHAT Adversarial AI and ML intelligence - How is this challenging systems in cybersecurity? Practical applications, ethics and governance of advanced technologies in cybersecurity today - a 'live' snapshot of the current state of ML and AI technologies and sharing current case studies in cybercrime prevention and information security management.
10:10	KEYNOTE PANEL What is technology's current emerging role in geopolitics and international diplomacy? Predictions and trade-offs Engaging the audience with some of the big questions challenging leaders today. <ul style="list-style-type: none"> • How can we manage cybersecurity in a world of social media, false information, growing nationalism/ authoritarianism, growing civil unrest? • Should technology be a strategic concern within international diplomacy? • Cyber sanctions - Do institutions have the political will to act? • How are AI/ML and disruptive technologies supporting sustainable, ethical and forward-thinking operations? Panellists including: Ned Farmer, Geopolitical Risk Manager, American Airlines	14:50	CASE STUDY Digital Innovation: Being a champion for DevSecOps Michael P. O'Hara, Head of Cyber Security, New Avon (LG H&H)
10:40	Morning Coffee Break	15:10	KEYNOTE Governance of the source: private equity risk in the cybersecurity supply chain Michael Colao, Chief Corporate Security Officer, AXA
11:10	CASE STUDY How to build an effective corporate intel function This case study will primarily cover cyber but will expand to also account for other threats/ risks that a global intel function could cover. <ul style="list-style-type: none"> • Sharing operational best practices on cyber threat intelligence • KPIs for an effective corporate intelligence function • Threat landscape analysis and horizon scanning techniques • What are the business benefits and challenges of a converged global security operation? • Moving intelligence beyond security issues to cover a broad range of brand and other risks Valentina Soria, Executive Director, Head of Threat Intelligence, Morgan Stanley	15:50	Afternoon Tea Break
11:30	CISO 360 THINK TANK Cybersecurity performance - CISO as the Enabler The CISO 360 Think Tank provides the opportunity for CISOs to benchmark lessons learned and tried and tested approaches to deal with 3 areas within a wider subject matter. In this case, the artefacts of cyber performance: Risk, ROI, and Reporting. Participants will share successes with peers as well as failings. Attendees select their topic below. A strategist and a CISO on each table will facilitate questions with the attendees and unattributed notes will be made to create a useful tangible takeaway. <ol style="list-style-type: none"> 1. Risk and performance. With such an industry-wide emphasis on risk, have we lost sight of performance? Co-facilitated by: CISO and Paul Innella, CEO, TDI 2. Cost controls and ROI. How are we maximizing our spend on cyber? Co-facilitated by: CISO and Jesse K. Dean, VP Solutions, TDI 3. Reporting. Are current cybersecurity reporting methods, frequency, and metrics effective in driving cybersecurity performance? Co-facilitated by: CISO and Addison Vedadi, Business Technology, TDI 	16:10	CISO 360 USA ROUNDTABLE Talk to the Board - Cybersecurity as a business asset A reciprocal discussion between Board Members, CISO/CSO and governance C-Suite on strategic management of cybersecurity as a business asset in an increasingly digital world. How can CISOs better understand how security can be leveraged across the business and ensure that their efforts allow this to happen, while also positioning key collaborative stakeholders - the Board, management, legal, compliance, risk, technology and executive teams - as important drivers of company value. <ul style="list-style-type: none"> • What are the strategic, operational and tactical questions around security that are set to change the way we view cyber risk and expectations for doing business over the next ten years? • How do we effectively bridge the gap between security, the business and governance? • What do Board members and other GRC assurance leaders need to know to ask the right questions of CISOs today? • What is your risk management approach towards your suppliers? • What emerging governance, audit and risk challenges given technology innovation and IoT? • How can we enable our business while protecting the privacy of our customers, agents and employees? • How do we translate trust and collaboration into technological terms? • Culture, awareness, innovation and creativity. How do we cultivate and grow security culture DNA • How do you build organisational accountability? How can we demonstrate trustworthiness? • Where's the boundary of security and privacy? Can you recover from a breach of trust/ trust deficit? All invited participants are invited to contribute to the discussion. Pre-event: You shape the topics by inputting your top 3 current priorities. Post-event: Output report. Chaired by: Dr. Robert Coles, Director, Cumberland House Consulting Ltd, Honorary Professor, UCL and Visiting Professor, Royal Holloway, University of London
12:10	CASE STUDY Insider threat Ray Stanton, SVP/ Group Chief Security Officer and NED	17:30	Close of Day
12:30	CASE STUDY Cyber Security, How far we have come, How far yet to go, How did we get here? Jason L. Stradley, VP Chief Security Technology Officer, Options Clearing Corporation	17:30-20:30	Networking Reception – Kindly Sponsored by: 
12:45	Lunch		
13:30	CASE STUDY Quantum Computing Or; CASE STUDY GRC: Implementing data classification/ privileged access management		



Why attend CISO 360?

Creating meaningful interactions... at the right time, in the right place. We believe in collaboration. There is no 'them and us' at CISO 360. We are all part of the same jigsaw after all!

Join the Pulse trusted and friendly business community where the brightest minds come together and help move us all forward. Contribute your expertise and share experiences with peers. Read more about the **Pulse Innovation Hub** [here](#)

"I would like to say thank Pulse for your effort, diligence, professionalism, patience and results - Pulse has been a great addition to our programme."

Tim Watson, Director of Marketing, EMEA & APAC Skybox Security

"2.5 days to mix with delegates allows both parties to determine whether any business is to be done and to develop personal relationships. We generated and qualified many leads which stand a good chance of leading to business. What went well? - understanding what customers want: a product of spending time with them - quality of delegates: as good as any event that I have attended, but the key difference was the amount of time spent listening to them and the opportunity to socialise. - quality of support from you: very happy with this. Thanks for ironing out any wrinkles."

Paul Brucciani, Head of Commercial Business Development, Garrison

Unique keynotes



Peer to peer exchange and benchmarking



Unrivalled networking and debate



Pulse is the community based think tank and hub for professionals who deliver security, risk and governance across the globe. Our events, training and reports focus on cybersecurity, corporate security, resilience, investigations, privacy, business risk, audit and compliance. We create opportunities for benchmarking, networking and collaboration to progress and inform agendas. Connecting minds, assuring the future. Working locally, thinking globally. www.pulseconferences.com

Registration Information

3 WAYS TO REGISTER

Online www.ciso360usa.com

Phone +44 (0)20 7936 8989

Email teampulse@pulseconferences.com

Pricing Tiers

Delegate Pass Tiers (CISOs, CxO Practitioners)

- Delegate Pass

USD\$900

Advisory Pass Tier - Limited

- Advisory pass – suitable for cybersecurity service providers and advisories to the inhouse security/CISO community

USD\$1995

Inclusions

- Entry to the CISO 360 USA conference (24 March 2020)
- Invitation to join the confirmed networking events
- Lunches and daily refreshments
- Certificate of attendance soft copy provided post-event on request
- Post-event presentation materials (subject to speaker opt-out) and output reports
- Invitations to future Pulse community events in your city!

Exclusions:

- Travel and accommodation expenses to attend the event
- All other costs associated with planning for / attending the event

Please enquire sanna.lindstrom@pulseconferences.com for details.

Please note:

- Delegate Passes are only available to book by in-house practitioners (i.e.. This rate does not apply to persons or companies providing advisory services or solutions to the security community.
- To find out more about how you can get participate as a provider or advisor to the CISO community, please contact teampulse@pulseconferences.com
- Pulse conferences reserves the right to approve that all registrations fall into the correct tier.
- Cancellation terms apply. Read more [here](#)

Integral networking at CISO 360 USA

All participants are invite to attend the networking event.
 A key part of the event experience, the events are included in your registration.

Tuesday, 24 March - CISO 360 USA

09:00-17:30 - CISO 360 USA Conference

17:30-21:00 - Networking Event



The Venue - CISO 360 USA

The CISO 360 USA 2020 will be hosted at **Convene - 237 Park Avenue**, a modern event facility next to Grand Central Station, perfect for executive events and receptions. Convene at 237 Park Avenue has been called the “venue of the future.” with its loft-style space in Midtown with features as built-in fireplace, curated art, bronze bar taps, video walls, customizable LED lighting, and plush lounge seating.

Convene - 237 Park Avenue, New York City

237 Park Ave, New York, NY 10017, United States

www.convene.com/cities/new-york-city/237-park-avenue?type=meetingand-eventspace

Discounted Accommodation

Pulse Conferences can offer discounted accommodation at multiple nearby hotels in the area. *Subject to availability

INTERCONTINENTAL NEW YORK BARCLAY

LOTTE NEW YORK PALACE

EVEN Hotel New York- Midtown East

Please contact sanna.lindstrom@pulseconferences.com for more information.

