



4th Cyber Exchange 360 Talk to the Board



1 November 2022
The Waldorf London

Morning: Cybersecurity Leadership: Innovate, Integrate, Influence
Afternoon: Talk to the Board: A Reciprocal Exchange with Board Directors
Evening: Cocktail Reception- Palm Court

Kindly sponsored by:



Register Online

www.talktotheboard.com

**Complimentary basis for CISOs, CxOs,
Board Directors and NEDs*

A rare opportunity to question a real Board - with no consequences!



Josephine Fairley-
Co-Founder
Green & Black's



Geoff McDonald
Former Global
Vice President
HR (Marketing,
Communications
and Sustainability)
Unilever



Laura Tenison MBE
Founder & Director,
Wonderful Escapes.
Former Founder & CEO
JoJo Maman Bébé



Daniel Bobroff
Founder and CEO,
Coded Future
Formerly Co-
Founder,
ASOS Ventures



Robin Dargue
Former CIO,
WPP.
Current, Halo
Healthcare
Group

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thought-leadership...





4th Cyber Exchange 360: Talk to the Board Conference - Hosted by Pulse Conferences, Tuesday 1 November 2022 at The Waldorf, London.

Pulse is delighted to announce a BRAND NEW 'super panel' of Board Directors for a rare and reciprocal exchange with CISOs and cybersecurity chiefs! This is a golden opportunity for CISOs to take stock of where they are on the journey to strengthen resilience and scale up security amidst an ever-changing landscape. This ultimate 'sound-boarding' will see CISOs and cybersecurity chiefs engaging directly with a panel of Board Directors from large organisations.

What are the skills, behaviours and mind set required to lead the security agenda in a pressured, complex and competing business environment and how to create a culture where cybersecurity is considered central to the way companies think and behave? Where does cybersecurity sit in the list of highest Board risks and opportunities? How has this changed in the past year and what are new expectations of CISOs and security leaders?

In the morning, CISOs participate in interactive panels and table discussions. In the afternoon, CISOs engage directly with CEOs and Board Directors from Green & Black's, Unilever, JoJo Maman Bébé, ASOS Ventures.

The panel will bring you refreshing 'non-security' perspectives – a rare opportunity for the CISO and cybersecurity community to question Directors in an open way, and to receive some candid answers on core business areas including:

- Building Resilience and Preparedness to Respond to Any Crisis
- Communicating with the Board
- Marketing, Influencing and Collaborating
- Governance, Compliance, Risk

Many thanks for kindly considering this invitation and if you can make it, please register online at www.talktotheboard.com.

Read the Talk to the Board Report 2021 - Post event Report here to give you a flavour of what to expect!



Testimonials and Key Takeaways from our recent Board Directors!

"The session Talk to the Board was a rich discussion with two interesting themes emerging for myself. The primary ask from the Board is for them to champion the importance of Cyber security and employee Cyber vigilance across the organisation as a cultural norm. To secure this commitment the audience noted the value of having a standing agenda item on the Board annual agenda. The panel also encouraged the audience to craft carefully any presentation to the Board to focus on what outcome they were asking for and to avoid just an information update. Both the audience and panel found the event very interesting and informative."

Jeremy Schwartz, Former CEO, The Body Shop, Pandora and Conival plc, Current Chairman Sustainability and Inclusion Practice, Kantar; Advisor Business, Transformation, McKinsey

"The Talk to the Board session provided a wonderful opportunity for CISOs to hear first-hand how and where they might tailor their Board interaction more strategically to achieve greater impact at this level. By doing so, board members could be better served as CISOs educate and update them about evolving organizational cyber security risk exposures and vulnerabilities. More intriguing, perhaps, was that CISOs were urged to also see risks as potential opportunities that, with careful due diligence, might be thoughtfully exploited." **Graham Joscelyne, Former Auditor General, World Bank and Chair: Audit and Ethics Committee, The Global Fund to Fight Aids, Tuberculosis and Malaria. Current Advisory Committee for Internal Oversight, United Nations (UNRWA)**

"The afternoon discussion with the Board focused on a number of key themes, how to build trust with Board members, what priorities a Board cares most about and how to sustain the conversation as a rolling programme. Such diverse Board representation from Audit, Tech, Sustainability, Risk, Marketing, People and Change meant the participants could fully engage in debate across a range of challenging topics" **Deborah Exell, Former Board Member, Head of Human Capital & Business Transformation, Getronics**



Josephine Fairley, Co-Founder, Green & Black's

Jo Fairley is a serial entrepreneur best known for creating the Green & Black's brand in 1991, which she ran with her husband and which was bought by Cadbury's in 2005. She is an award-winning author & journalist, Jo is author of a series bestselling books on health and beauty and is a regular columnist, feature writer and journalist for the world's leading magazines. The first-ever product to carry the UK Fairtrade Mark, for the past nine years, Green & Black's has the 'coolest food brand' in Britain (according to the Cool Brands Survey), and now a \$100 million a year brand. Still a working journalist, Jo has written for a wide range of newspapers and magazines from The Times to The Mail on Sunday's YOU Magazine, and as a 'Wonder Woman' business guru for Telegraph Woman Online. Jo is in demand as a brand consultant, alongside her own ventures which have included an organic bakery and natural food store and a nine-room wellbeing centre in her home town of Hastings. Most recently, she created and launched The Perfume Society, which works with the fragrance industry seeking to improve individuals' sense of smell in a pleasurable and engaging way.

Geoff McDonald, Former Global Vice President HR (Marketing, Communications and Sustainability), Unilever

Geoff's background in teaching, HR, marketing, communications and sustainability is considerable. During his 25 years with Unilever (a global corporation with a turnover of £50 billion, 170,000 employees in 90 countries around the world), his experience has been truly global working across Africa, the Middle-East and Turkey, Australasia and Asia, Europe and the Americas. Geoff's HR experience has spanned leadership and talent development, organisation change, capability development with particular reference to marketing, and business transformation with purpose at its core. Early in his career he was responsible for graduate recruitment and development, talent, acquisitions and development across Unilever's emerging markets. Under his leadership he developed Unilever's global talent and leadership centre of expertise. More recently he devoted his time, energy and effort to leading ground-breaking work where the HR function has played a central role in transforming Unilever's business model with purpose at its core. His experience in Unilever, under the pupilage of Paul Polman, allows him to provide very practical insights and to speak on how to go about truly embedding PURPOSE and address the taboo associated with wellbeing (particularly mental health) within a large global multinational organisation. With this experience comes some real learning on what may or may not work. He recently had the opportunity to engage with Pope Francis on how we create a more sustainable and inclusive economy through his work with the Global Foundation. McDonald is devoting a significant amount of time to consulting to organisations, helping them define and embed Purpose as a driver of growth and profitability. He is a very active campaigner for breaking the stigma associated with Mental Health in the Corporate world and has participated in a number of BBC programmes and campaigns regarding this subject, as well as writing and producing articles for the Huffington Post, the Financial Times and HR related journals. He previously convened a meeting at No 10 Downing Street with David Cameron and CEOs from Footsie 100 Companies to address their role and agree actions to break stigma in the corporate world. He too provided some support to the Royal Foundation (Princes William, Harry and Kate) in their mental health campaign. McDonald is a co-founder of a network called 'Minds@Work', which has grown from 14 members to over 1000 in two years. Its purpose being to inspire and equip individuals to break the stigma of mental ill health in the organisations they work in. He has also recently been appointed as an Advisor to the Global Mental Health Campaign and has been asked to join the Prince's Trust Youth Opportunity Taskforce with the purpose of creating change that will unlock the potential in the UK's youth.



Laura Tenison MBE, Founder & Director, Wonderful Escapes. Former Founder & CEO, JoJo Maman Bébé

Until Spring 2022, Laura Tenison was the Founder and CEO of the UK's leading specialist Parent and Baby Brand, JoJo Maman Bébé. The business was digital first, supported by a large portfolio of localised stores across the UK and ROI with growing international trade sales into the US, EU and Middle East. Laura instigated a total sale of the business to NEXT Plc and Davidson Kempner PE, leaving the board in place to run the company as a standalone brand in order to maintain its exceptional market position and value. Laura grew JoJo organically from start-up in 1993 to become the UK and Ireland's leading independent brand in the sector with a team of 1,000. Pre the Covid-19 pandemic, JoJo also benefited from a wholly owned US subsidiary, with stores, e-commerce, trade sales and a DC. Since launch, the business delivered exceptional product innovation and fashion design, bringing to market hundreds of new styles and nursery items, which have since become family essentials. Under Laura's leadership JoJo was a trailblazer in better business practices, including; leading the way for inclusivity and diversity in modelling, using recycled materials, employee profit share schemes, employing those serving prison sentences, offering job opportunities to past asylum seekers, managing a charity based in Africa, counting numerous Down's Syndrome employees among the team, up-cycling shop-fit and even being a dog friendly work place. This ethos of putting people and the planet above profit resulted in JoJo achieving Certified B Corporation status. Her new passion is to bring business colleagues together to engage in collaborative thinking and creativity, delivering the antithesis of digital working. The luxury accommodation and extraordinary venue allows dispersed teams to congregate, share experiences, good locally sourced food & drink and form loyal bonds with each other and their employers. www.wonderfulescapes.co.uk



Daniel Bobroff, Founder and CEO, Coded Future. Formerly Co-Founder, ASOS Ventures

One of the world's leading retail technology speakers, Daniel Bobroff believes in the power of everyone to be a game changer. Passionate about the digitalization of retail and the changing customer experience, his unusual journey has led to a unique perspective that informs many of the world's best-known retailers, agencies and brands. He is motivational and visionary, but always provides a roadmap. Daniel is the founder of Coded Futures, a creative technology advisory firm focused on the future of retail, and formerly the co-founder and Investment Director of ASOS Ventures, the online fashion company's venture capital division. In over two decades as an innovator, entrepreneur, mentor and investor, he has pioneered advertising in video games, developed chart topping video games that sold in their millions, and is, today, a leading thought leader and keynote speaker in the world of retail and fashion technology. Daniel is acknowledged as the pioneer of in-game advertising – "selling Mario to the admen" – starting an advertising medium that is today an eight-billion-dollar market. He built Microtime, the first - and for over a decade the leading - digital advertising agency for in-game advertising and advergaming. Close contact to the gaming world led Daniel to build and lead Deibus Studios, a video games developer with studios in both the UK and France and which emerged as a leading talent for extreme sports, creating games for PlayStation, Xbox and Nintendo, achieving combined sales in excess of 50 million units. Daniel has founded, invested in and led companies within a range of innovative technologies including virtual reality, visual search, e-commerce and ad-tech. At the world-leading online fashion retailer ASOS, Daniel created the company's venture capital arm. His mission was to identify and invest in the latest innovations within retail and fashion technology. He built an enviable network of cutting-edge retail tech talent, developing partnerships covering the latest in marketing, production and customer experience. Scouting for the latest innovations across retail's value chain, Daniel talks about the technology driven future of retail. He evangelizes the need for personal, immediate, and interactive mobile experiences, new filters, the importance of culture and how all retail businesses will become technology businesses. He is a highly sought-after international speaker, recently delivering keynote addresses for the Retail Institute, Salesforce, Google and Facebook.



Robin Dargue, Former, Global Chief Information Officer, WPP. Current Hallo Healthcare Group and CEO, Coretech

Robin's focus was to execute the transformation of WPP Groups IT environment to enable the group's current strategic direction. Robin joined WPP from Alcatel-Lucent, where he held the role of Executive Vice-President for Business and IT Transformation, and was a member of the Alcatel-Lucent Management Committee. Prior to this, Robin was a business leader in both Royal Mail and Diageo, in charge of business and IT-based transformation programmes. At Royal Mail, he oversaw the introduction of a number of new technology-led products and services for customers, while executing the modernisation of the organisation's technology assets. Robin is now with Hallo Healthcare Group.



Morning – Cyber Exchange 360 Benchmark Cybersecurity Priorities with Peers

- 08:30-08:55 Registration and Coffee**
- 08:55-09:00 Chairman's Introduction**
Marcus Alldrick, CISO Luminary, Pulse Conferences
- 09:00-09:15 Spotlight Business Continuity: Changes in the Threat Landscape - Ability to Rapidly React to Elevated Cyber Risk During War**
Dimitri will talk about his experiences as a board member for the past 3 years, and especially in the Ukraine war context since February 24th and the challenges faced by the bank.
Dimitri Chichlo, Independent Non-Executive Director, Vice Chairman, JSC Ukreximbank (Switzerland/Ukraine)
- 09:15-09:30 Report Findings Board Perspectives of 2022**
On the back of their 'Voice of the CISO' global survey, Proofpoint in conjunction with MIT Sloan has reached out to 600 Board members of large organisations (5000+ FTE) to explore the situation further, and collate their opinions on the current cyber landscape, and their rapport with the CISO. Hear highlights from the report, including Board level threat perceptions, CISO relationships, and the skills they really value in their security leader.
Andrew Rose, CISO-In-Residence, Proofpoint
- 09:30-09:45 Case Study Driving Risk-Based Investment Decisions: Converting Cyber Security to Business Risk Board Metrics**
Toks Oladuti, GD CISO, Dentons
- 09:45-10:05 Keynote & Open Q&A Discussion CISO Legal Risks**
Following the Joe Sullivan case, Jonathan will share insights and lead an open discussion with participants on the legal concerns for CISOs, what CISOs should do now, information and then best practices.
• Will more CISOs go to jail? What is the risk? What can we do to mitigate it? D&O policy and general counsel
• What due diligence should a CISO do before they join? How will that work post-Sullivan?
• What type of responsibilities do we hold that would now require legal involvement? Should we make decisions without Counsel's involvement, and which ones?
• Should some of the responsibilities of the CISO be redirected to the general counsel?
Led by: Jonathan Armstrong, CEO, Cordery
- 10:05-10:20 Spotlight Neurodiversity in Cybersecurity**
Holly Foxcroft, Head of Neurodiversity Research in Cyber, Stott and May
- 10:20-10:50 Morning Tea Break and Refreshments**
- 10:50-11:20 Fireside Chat Why We Shouldn't Be Looking at Cyber in a Silo**
Adversaries are starting to use novel or hybrid methods to attack or infiltrate organisations. For example, electromagnetic and wireless threats present vulnerabilities, that if exploited, can largely go undetected. Cyber resilience should no longer be viewed in a silo. Cyber resilience should be the cornerstone of our organisational resilience processes and must be adapted to address other threat vectors. How do we address new risks without losing focus on older threats? How are we building resilience and preparedness to respond to any crisis?
With: Dr. Paul Kennedy, Head of Cyber Advisory, QinetiQ; Dr. Richard Hoad, Chief Scientist and Capability Leader, QinetiQ; Andreas Wuchner, NED, Investor, Former CIO and CISO, UBS

- 11:20-11:50 Fireside Chat and Q&A Cyber Risk Quantification - Best Practices for 2023**
• Board-level expectations and engagement
• Maturity models and FAIR methodology
• Supply chain and third, fourth party risk management
• Practical guide for Boards and CISOs
Vicki Gavin, Head of Information Security, Kaplan International
Kevin Duffey, CEO, Cyber Rescue Alliance
Deborah Saffer, Director Information Security, Liberty Specialty Markets
- 11:50-12:10 Report Findings Cyber Security Challenges of 2022**
With digital transformation efforts accelerating in 2022 and a changing threat landscape driving major cyber security investment, organisation's cyber security programmes have evolved significantly. New trends in AI, automation, and DevOps have helped build new security capabilities. At the same time, trends like IT-OT convergence, the rise of ransomware, and wide-spread remote working have created new challenges that need to be resolved. Our spotlight shines a light on how UK organisations have responded to recent cyber security trends and how their cyber maturity has changed over the last year. This leads us nicely into the think tank topics.
Craig Moores, Principal Lead Consultant, Bridewell
- 12:10-13:40 Think Tanks CISO Practical Roadmaps**
How are we supporting the business mission and communicate progress and metrics back to the board? Select two of the co-led roundtables (one rotation after 30 minutes) and discuss with peers with this in mind! Tables co-hosts introduce their topic at the start and wrap up at the end from the stage.

Timings:
12:10-12:25 Table Host Introductions (2 mins per table). Groups move to 1st table
12:25-12:55 1st table discussion
12:55-13:25 2nd table discussion
13:15-13:40 Wrap Up by Table Hosts (2 minutes per table)

- Roundtable 1 Managing Identity in the Cloud**
Led by: Máté Barany, Executive, Ping Identity
- Roundtable 2 3rd Party Supply Chain Security**
Led by: Peter Ling, VP Global Cyber Security Alliances, RiskRecon, Mastercard
- Roundtable 3 Data Protection – Realities and Challenges**
Co-led by: CISO and Tim Ayling, VP Cyber Solutions EMEA, Imperva
- Roundtable 4 SOC Visibility Triad – What are the Practicalities?**
Led by: Ashley Nurcombe, Systems Engineer, Corelight
- Roundtable 5 Talent - People, Skillset and Velocity**
Co-led by: CISO and Owanate Bestman, Director, Bestman Solutions and Deborah Saffer, Director Information Security, Liberty Specialty Markets

13:40-14:30 Lunch - Buffet in The Palm Court

"The emerging consensus from Talk to the Board was how challenging it is for CISOs to present cyber risk to the board in an intelligible way for non-technical people. The challenge for the board is then to understand that and take action. Having a plan prioritising, getting the basics right, not trying to do everything or running off in different directions demands some follow through, both by boards and CISOs. It's great to have board and CISO side of the equation together at this event. It shows the maturity of the board-CISO relationship that we're having much better conversations about this now than we were 10 years ago."

Robert Hannigan, Chairman, BlueVoyant. Former Director, GCHQ

Afternoon - Talk to the Board A Reciprocal Exchange Between Board Directors, CISOs and Luminaries

- 14:30-16:00 Talk to the Board: Part One**
An open reciprocal discussion with a panel of Board Directors
- Panel:**
Josephine Fairley, Co-Founder, Green & Black's
Geoff McDonald, Former Global Vice President HR (Marketing, Communications and Sustainability), Unilever
Laura Tenison MBE, Founder & Director, Wonderful Escapes.
Former Founder & CEO, JoJo Maman Bébé
Daniel Bobroff, Founder and CEO, Coded Future. Formerly Co-Founder, ASOS Ventures
- Moderated by:** Marcus Alldrick, CISO Luminary (Former CISO, Lloyd's of London) and Lady Olga Maitland, CEO, Defence & Security Forum

Discussion to work through core business areas including -

Opening questions

- Where does cybersecurity sit in the list of highest Board risks and opportunities? How has this changed in the past year and what are emerging Board expectations of teams and leaders
- What are our biggest learnings as Board Directors - war stories
- How much interest are Boards and shareholders taking in cyber, either as a source of risk or opportunity? How has this changed over the past year?

1. Building Resilience and Preparedness to Respond to Any Crisis

- What are the Board's experiences of crisis (generally) or of cybersecurity? (Example ransomware, hack, data breach)
- What are our expectations of teams (and the CISO) in a company crisis?
- How do CEOs ensure they have an appropriate and diverse mix of skills in their organisations?
- Well-being and mental health: What advice can we give to CISOs to keep their teams motivated on what can feel like a losing battle?
- How in a high-octane stressful environment do individuals protect the most valuable enablers of individual and team performance, that is the energy of their people?
- Does media sensationalism of the latest 'breach' influence the Board's focus on cyber?

2. Marketing, Influencing and Collaborating

- With Customers: Staying relevant - how can we keep pace with constantly changing customer behaviour and speed of change?
- Across the Organisation: What advice can we give to CISOs to improve the way they champion cultural challenges and awareness programmes internally?
- With Teams: How can leaders shift mindsets and influence culture for long term success and energise others through change?

3. Governance, Compliance, Risk

- What are emerging Board expectations of security, CISOs – including legal risk? From Basement to Boardroom? Are Boards moving towards having a dedicated cybersecurity committee or cybersecurity competency on the Board?
- How does the organisation mitigate the risk of burn out during these uncertain times?
- M&A: How much 'cyber due diligence' is done on M&A and new investments?
- Sustainability: Is there a link between sustainability and security?

16:00-16:20 Afternoon Tea Break & Sponsors' Prize Draw
Must be present to win!

- 16:20-17:10 Talk to the Board: Part Two**
Continuation of the reciprocal discussion, with Board directors who are joined by a further Board Director and former CISOs now serving as Non-Executive Directors.

4. Communicating with the Board

- How can CISOs best articulate cyber appetite to win budget?
- What types of metrics or KPIs most grab your attention?
- Supply Chain risk: How does the Board reassure itself on supply chain and procurement due diligence? How can the CISO and supply chain best support this?
- How do we make the case to the Board that employee health and well-being should be a strategic imperative?
- How can we build trust with the Board and how can we articulate risk in a language that the Board wants to hear and is more likely to act on?
- How can the CISO make the Board's job easier? Conversely, what can CISOs/ security do that can get in the way?

Returning Panel:

Josephine Fairley, Co-Founder, Green & Black's
Geoff McDonald, Former Global Vice President HR (Marketing, Communications and Sustainability), Unilever
Laura Tenison MBE, Founder & Director, Wonderful Escapes.
Former Founder & CEO, JoJo Maman Bébé
Daniel Bobroff, Founder and CEO, Coded Future. Formerly Co-Founder, ASOS Ventures

Joined by:

Robin Dargue, Former CIO, WPP. Current Hallo Healthcare Group
Dimitri Chichlo, Independent Non-Executive Director, Vice Chairman, JSC Ukreximbank
Peter Ling, VP Global Cyber Security Alliances, RiskRecon, Mastercard;
Andreas Wuchner, NED, Investor, Former CIO and CISO, UBS

Moderated by: Marcus Alldrick, CISO Luminary (Former CISO, Lloyd's of London) and Lady Olga Maitland, CEO, Defence & Security Forum

17:10 Close of Conference and Cocktail Reception

17:10-20:00 Talk to the Board Cocktail Reception Palm Court - The Waldorf.
Kindly sponsored by: RiskRecon, Mastercard
Continue the networking directly outside the conference room in the wonderful Palm Court in the iconic Waldorf. Built in the 1800s, it is said that the directors of the 1997 film Titanic took inspiration from the Palm Court space. Cocktails and canapés will be served while guests enjoy a Gatsby-style, modern swing band who will take songs from the last four decades and put their own swinging spin and vintage stylings to create a memorable experience!



TUESDAY 1 NOVEMBER, 5PM-8PM
PALM COURT AT THE WALDORF HOTEL, LONDON
Cocktails and canapés will be served while guests enjoy a Gatsby-style, modern swing band!

Registration details

Delegate Pass

For CISOs, Practitioners and Executives (in-house) - £0 Complimentary Basis

Delegate Passes are available to book by in-house practitioners – i.e. persons who are doing the role of CISO, CSO, cyber threat intelligence professional, risk managers or other in-house executives roles.

All Attendees at the event must be pre-registered online and pre-approved at the sole discretion of Pulse Conferences.

Inclusions

- Entry to 4th Cyber Exchange 360: Talk to the Board, 1 November
- Invitation to join the evening cocktail reception
- Certificate of attendance soft copy provided post-event on request
- Post-event materials (subject to speaker opt-out) and any output
- Invitation to join the Pulse Security Circle – a rapidly growing and international trusted community for CISOs, CSOs, senior security practitioners, technology luminaries and industry commentators that meets virtually and in-person to share insights and to benchmark strategies

Exclusions

Travel and accommodation and all other costs associated with planning for / joining the event.

Worldwide Terms and Conditions

Please ensure that you read our Worldwide Terms and Conditions [here](#).

"Pulse events are always absolutely amazing. As usual it was such a diverse group of people from so many different departments – finance, manufacturing and so on – and they are all at a certain level where you start to understand strategy and where the industry is going in the UK. I probably learnt more than the people I spoke with, so it's been brilliant."

Paul Baird, UK Chief Technology Security Officer, Qualys

One-to-One Meetings and Branding

For further information on how your team could benefit from one-to-one meetings with CISOs and speaking and branding opportunities please email teampulse@pulseconferences.com to arrange a call.





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Pulse Conferences – an independent trusted community and think tank for professionals who deliver cybersecurity, resilience, investigations, risk, assurance and governance across the globe. Our international conferences, roundtables and training provide benchmarking and collaboration opportunities where the brightest minds can move agendas forward. We create meaningful interactions for CISOs, CSOs, innovators, investors and luminaries to benchmark and collaborate to inform business agendas. We take a ‘by practitioner, for practitioner’ approach and our passion is bringing the right people together at the right time in the right place (whether in a wonderful venue or virtually) to compare successes and war stories.

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