



8 November 2023 | Marriott Hotel Grosvenor Square | London

Time to Redefine **CISO Purpose**

Talk to the Board: A Reciprocal Exchange with Board Directors

www.talktotheboard.com



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Meet the Board Directors - Talk to the Board 2023





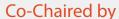
Dame Inga Beale Former CEO, Lloyd's of London

Dame Inga Beale took over the helm of the 330-year-old City financial institution Lloyd's of London in 2014, after working in senior leadership roles in some of the world's largest insurance companies. With over three decades of global business experience she was awarded her Damehood in 2017 for services to the UK economy. Before joining Lloyd's, Inga was Group CEO of Canopius with its principal operations at Lloyd's. Prior to that she was on the Global Management Board of Zurich Insurance Group. Earlier roles include Group CEO of Swiss reinsurer Converium, and a variety of international leadership positions for GE Insurance Solutions. She started her career as an underwriter with Prudential in 1982. During her time at Lloyd's, Inga developed a culture of innovation and inclusion. She expanded the company's reach to new, high-growth markets including Asia and the Middle East, and delivered some of Lloyd's strongest financial results. As the first female CEO of Lloyd's, she played a key role in changing cultural perceptions and highlighting the importance of diversity and inclusion. Moreover, she tackles breaking glass ceilings, and building inclusive environments within the workplace. Inga also analyses the reasons behind a lack of trust in both governments and the corporate sector, as well as the rise in public emphasis on corporate responsibility, purpose, ethics and sustainable business models. Inga is a Patron of Insuring Women's Futures, an alliance of insurance and personal finance professionals helping to improve women's long-term financial resilience. She is also an ambassador of Stonewall's Development Council, and was awarded a Damehood for her influential work in driving the inclusion agenda for women and the LGBT community. She has served as President of the UK Chartered Insurance Institute, a member of the Geneva Association Board, and a member of the UK Government's Financial Services Trade and Investment Board. She now has a portfolio of non-executive director roles for a variety of multinational companies.



Dr. Alan Knight OBE Group Director of Sustainability Drax & Senior Associate, CISL

Alan has over 30 years' experience of working with global companies and governments on sustainability. In April 2021 he joined Drax as the Group Director of Sustainability. Drax's ambition is to be the world's first carbon negative power station and is the largest producer of biomass for energy. Prior to that, for seven years Alan was in the steel and mining sector as the Global Head of Sustainable Development for ArcelorMittal. He was Cochairman of ResponsibleSteel and served on the steering board of the Initiative for Responsible Mining. Alan created and chaired the Ebola Private Sector Mobilisation Group, which was a collaboration of over 100 companies sharing best practice and coordinating the corporate response to Ebola in West Africa. For this he was made a Clinton Global Citizen honouree in 2015. Previous to that he was Sustainability Director for Business and the Community (BITC) where he oversaw all their Corporate Sustainability Programmes. He advised the Virgin Group on sustainable development for seven years. Previously he has worked with global companies as diverse as B&Q where he led their entire Sustainability programme for 10 years. He was instrumental in founding and developing the Forest Stewardship Council. He held similar roles in the Parent company Kingfisher and SABMiller, the multibillion brewery company. For nine years he was a commissioner with the Sustainable Development Commission and he introduced the concept of "choice editing" into the product policy debate. He was awarded the OBE in June 1998, in 2005 the US-based Rainforest Alliance presented him with a lifelong award and in 2013 he was made an Honorary Fellow of the Society for the Environment.





Lady Olga Maitland
President, Defence and Security
Forum (& Chairman, Advisory
Board Member, Various)



Alan Jenkins Trusted Advisor, Interim CISO, Principal Consultant, NED

CISOs and Luminaries including



Michael Beaupre Head of Cyber Security, Hays



Derek Cheng CISO, Deliveroo



Peter Ling
Vice President, Global
Cybersecurity Partnerships
and Cyber Resilience
Programs, Mastercard



Rob Demain CEO e2e-assure



Haydn Brooks CEO Risk Ledger



Jonathan Luff Co-Founder CyLon Ventures



Dr Paul Kennedy Chief Engineer - Cyber and CEMA QinetiQ



Sam Barfoot
Office of the CISO
Checkmarx

Paul Mackie CISO Fern Trading

Mike Coupe Former CEO Sainsbury's

Mike Coupe is considered to be a leading business authority. Mike held the position of CEO for Sainsbury plc from 2014-2020. Before retiring he is credited for turning the company around, through top-level trading, marketing, and online operations. As a business speaker, he instills in his corporate audiences the essential skills he used to lead a market, and share his experience of directing one of the UK's most established organisations. Coupe joined Sainsbury's in 2004. Immediately making a positive impression on the company, he rose through the ranks and was appointed responsible for online operations, marketing, and trading in 2010. In 2014, Mike was named CEO of Sainsbury's. Using his expert nowledge, he quickly established a strategic review to stay ahead of the evolving retail market. Mike championed Sainsbury's journey ahead of the competition through a complete digital transformation. From till-free stores to the digitisation of Nectar, the UK's largest loyalty scheme, through a website and an app, he revolutionised the retail giant's day to day practices. Mike lead the business from making 5% of online sales to an impressive 20% and growing. Additional influential roles include the Executive Board Director of Asda and Non-Executive Director at Greene King plc. In 2020, Mike announced Sainsbury's new, more sustainable operations. The company has invested £1 billion into achieving net-zero carbon emissions by 2040, setting the standard for other supermarkets. Mike himself described the decision, stating that "we must recognise that living

well now also means living sustainably", reflecting his commitment to the

Julian Wheatland was formerly Chairman of SCL Group and COO & CFO of

the Cambridge Analytica / SCL group of companies. From 2015 to 2018 he

companies in the world, employing ground-breaking analytics technology

and targeted communications which have shaped the advertising industry

media controversy surrounding Cambridge Analytica, Wheatland stepped

into the role of Group CEO in order to "clean up the mess". Julian is a veteran

of fast-growing technology companies and an expert in the opportunities,

pitfalls and dangers that scaling technology businesses can bring. He is

a serial entrepreneur who has spent 25 years investing in, managing and

advising breakthrough technology companies: matching their strategies to markets, managing the challenges of rapid growth, and delivering value

for customers and investors. Julian Wheatland now serves as CEO of Brava

Systems, the Enterprise Management System for the real estate industry.

He began his career at PA Consulting, advising clients on the impact and

opportunities created by online innovation. He moved into fund management in the mid-noughties investing into early stage cleantech and security tech companies and, from there, founded Hatton International, a specialist

technology commercialisation business. Prior to Brava Systems, Julian was CEO of Cornerstone FS plc, a fintech company which he listed on AIM in 2021. He speaks publicly on managing tech growth, technology strategy and marketing, entrepreneurship, data ethics and the impact of AI on corporate operations.

and the debate around data privacy and personal data. In 2018, following the

oversaw the growth of the group into one of the most influential data analytics

environment. Mike was director of Covid-19 testing at England's Test and Trace agency from September hrough to December 2020 and has been appointed as a non-executive director on the board of NHS England from January 2021.



Julian Wheatland
Formerly Chairman, SCL Group and
COO & CFO, Cambridge Analytica /
SCL Group of Companies







Agenda at a glance

MORNING

Cyber Exchange 360 Cybersecurity Leadership:

Collaborate, Innovate, Integrate Case studies, keynotes, fireside chats, think tanks

AFTERNOON

Talk to the Board

Engage, Influence, Scale A Reciprocal Exchange with Board Directors

EVENING

Networking

Reception and entertainment

08:00 Arrivals and Coffee

London Marriott Grosvenor Square

08:30 Cyber Exchange 360
Time to Redefine!

Case studies, keynotes, fireside chats, think tanks

13:10 **\Q** Lunch

14:00 O Talk to the Board –

A Reciprocal Exchange with Board Directors Panel of Directors fulfilling various functional roles from large companies engage with CISOs

15:00 Afternoon Tea Break and Sponsors' Prize Draw

15:30 O Talk to the Board –

Panel with Board Directors Continues...

17:00 Close of Conference

17:00 Q Reception and Entertainment

London Marriott Grosvenor Square Kindly sponsored by

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19:20 Group gathers to depart from London
Marriott Grosvenor Square to walk

3-minutes to Selfriedge's on Oxford Street.

> Alto by San Carlo - The Rooftop Selfridge's Kindly sponsored by

riskrecon

22:00 **♦** Event concludes







Time to Redefine CISO Purpose

The Cyber Exchange 360: Talk to the Board is the premier conference designed to facilitate such direct interaction. We are delighted to announce this next chapter in the ground-breaking series, 'Talk to the Board'!

We can't wait for this expanded reciprocal discussion. CISOs will again have the rare opportunity to question a new panel of Board of Directors as well as to compare cybersecurity risk strategies and tactics with peers - hosted under the Chatham House Rule.

The aim of this unusual event is to elevate the position and importance of cybersecurity with Board Directors. How can we create a culture where the function of security is considered central to the way companies think and behave?

Breaking Barriers

This event is not your ordinary infosec conference. It fosters a reciprocal dialogue between esteemed Enterprise Board Directors and forward-thinking CISOs and information security practitioners. Together, participants – CISO stakeholders, their Providers and Board Directors – will advance the resilience conversation.

Elevating cybersecurity with the Board

Our programme provides a refreshing non-security perspectives on cybersecurity – and a rare opportunity to talk frankly and test questions that participants would ideally like to ask of their own Boards. Directors span the various functional board roles that make up a board, CEO, CMO, HR, CTO and across industry sectors.





Strategy, risk and opportunity management

What are the skills, behaviours and mind set required to lead a functional (aka security) agenda in a pressured, complex and competing business environment?

Today, the board's involvement extends well beyond that: the modern board of directors provides more proactive direction and oversight on strategy, risk and opportunity management, sustainability, talent management, leadership succession, organisational culture, and even brand management and marketing.

An open exchange with Board Directors from large organisations across areas including:

- Risk Management
- Innovation and Transformation
- Incident Response
- Communications
- Culture
- Soft Skills
- Strategy
- Governance and Sustainability for Businesses

Areas

- · Changing nature of the consumer
- Changing risk landscape
- · Corporate responsibility and sustainability
- Crisis management
- Data management and data privacy
- Decarbonisation
- Digital transformation
- Fake news and social media
- Fintech
- Insurance
- Leadership
- Long-term planning
- Marketing and trading
- Madernising tradition a journey
- Modernising tradition a journey of cultural and technological change
- Payment regulation and open banking
- Rapid growth
- Role of 'purpose' in business
- Scaling technology businesses
- Supply chain
- Technology commercialisation
- Workplace Equality and inclusion











Testimonials and key takeaways

From our recent Talk to the Board Conferences

Download the Post-Event Report 2022 <u>here</u>





Cybersecurity is one of the most important but overlooked areas of technology. It's truly fascinating, especially as we emerge from the pandemic and face various challenges. We must stop thinking of CISOs as somehow in this satellite going around the world who are only pointed at when something goes wrong.

We need to bring them into the fold.

They need to start educating and bringing the rest of the workforce up to speed. Clearly, they are suffering from burnout and stress, and that's because they're up against it; they are playing a game of "whack-a-mole" against an indomitable force in the form of cyber terrorists, hackers, you name it. We must start to support them better."

Daniel Bobroff

Founder and CEO, DUWL Former Co-Founder, ASOS Ventures



Cyber Security started to appear as a postscript on the board agenda a few years ago. However, as concern over data beaches and their serious consequences has gained momentum, the priority level has increased.

Today it should be top of the agenda, especially for consumer facing omni-channel businesses which rely on consumer confidence and customer data. Good "housekeeping" practices in the technical team could save a business from ruin should the worst nightmare occur."

Laura Tenison MBE

Founder & Director, Wonderful Escapes Former Founder & CEO, JoJo Maman Bébé



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

Former Director, GCHQ



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 CISO's 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 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







MORNING

Cyber Exchange 360
Cybersecurity Leadership:

Collaborate, Innovate, Integrate Case studies, keynotes, fireside chats, think tanks AFTERNOON

Talk to the Board

Engage, Influence, Scale A Reciprocal Exchange with Board Directors EVENING

Networking

Reception and entertainment

Morning

Cyber Exchange 360

Cybersecurity Leadership:

Collaborate, Innovate, Integrate
Case studies, keynotes, fireside chats, think tanks

08:00 Registration and Coffee

08:30 Chairperson's Introduction

Lady Olga Maitland and Alan Jenkins

08:45 opening keynote

Geopolitical Risk for CISOs

Sharpening CISO understanding of geopolitical context, monitoring developments, and exercising oversight over the controls to mitigate risks, don't miss this fascinating and fast-paced opening keynote!

Jonathan Luff, Co-Founder, CyLon Ventures

09:10 CASE STUDY

Beat Cybercrime: Engage the Boardroom, Maximize Technology, Leverage Human Capital

Cybercrime is one of the greatest threats we face in our modern era. Too often, companies and their leaders believe they are safe when they are not. This is complacency. It hits the hardest. And technology is not enough. Hear how Michael leads the fight against cybercrime by advocating for a multidimensional approach unifying technology, people, and processes - prioritized by threats, risks, and opportunities. We will discuss how organisations can improve their cyber security posture by leveraging artificial intelligence and machine learning, investing in upskilling, and building strategic partnerships at the boardroom level to thrive in the evolving threat landscape.

Michael Beaupre, Head of Cyber Security, Hays AG (Germany)

09:30 KEYNOTE

Assessing Cybersecurity and Multidimensional Risk Beyond the Perimeter

Peter Ling, Vice President, Global Cybersecurity Partnerships and Cyber Resilience Programs, Mastercard (Canada)

09:50 of FIRESIDE CHAT

Unifying the SOC Experience: How Can Our Threat Detection and Response Teams Outpace Cybercriminals? How Can We Make Our Businesses Difficult Targets?

Approaches and timeframes to detect and disrupt an attacker once initial access has been achieved and debate modern SOC strategies, including assertive attack disruption and best practices in threat detection.

Are traditional SOCs too passive to stop threat actors?

Is attack disruption as the new frontier of cyber defence?

Future predictions on how we manage threat detection and response - Where does it end?

How can we do more with less? Is there a need for a paradigm shift in the approach to cyber operations? Panellists including:

Rob Demain, Founder and CEO, e2e-assure

Paul Mackie, CISO, Fern Trading

Marc Avery, VCISO and Director, Cyber Chain Alliance





10:25 Morning Tea Break and Refreshments

10:50 Orchestrate the Friction Out of Building Secure Digital Experiences

Mate Barany, Account Executive, Ping Identity

CASE STUDY Securing Your Organisation: A CISO Perspective on NIST 11:05

The Cybersecurity Framework developed by the National Institute of Standards and Technology (NIST) is an essential tool for managing cyber risks. Despite its widespread use, the framework is often overlooked and deserves further exploration, particularly from the perspective of a seasoned CISO like Derek. Derek will share his insights into the framework's strengths and weaknesses. • Lessons learned from NIST adoption – what you need to be cognizant of • Considering why NIST may be the best framework for you to use • Address NÍST's shortcomings – managing complexity and budget constraints Derek Cheng, CISO, Deliveroo (UK)

11:25

What Cyber Can Learn from Defence

Dr. Paul Kennedy, Chief Engineer - Cyber and CEMA, QinetiQ

CISO Evolution 360: Time to Redefine Mission, Purpose and Predictions! Starting with - How will Al Impact the World of Cybersecurity? 11:40

How are we managing the business desire to adopt Al at speed? What are our greatest risks, threats, opportunities and fears? What does executive liability mean today and tomorrow for a CISO? What are we expecting to see happen over the next 3-5 years? How are we preparing for this now? Moderated by: Alan Jenkins

THINK TANKS CISO Practical Roadmaps - Talk to the Board 12:10

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.

Think Tank Timings: Table Host Introductions (10 mins) 1st Table discussion (20 mins) 2nd Table discussion (20 mins) Wrap Up by Table Hosts (10 mins)

CISO Dashboard: Metrics and Risk Quantification Approaches Roundtable 1

Led by: Haydn Brooks, CEO, Risk Ledger

CISO Perspective: Shifting AppSec to Enable Business Growth and Developer Adoption Roundtable 2

Led by: Sam Barfoot, Office of the CISO, Checkmarx

Roundtable 3 CISO Communications - Sharing Cyber Responsibility Across the ExCo

CISO Compliance: Navigating Change in the Regulatory Landscape Roundtable 4

Roundtable 5 Operational Resilience: Betting on the Next Big Thing

13:10 Lunch





Afternoon

Talk to the Board

Engage, Influence, Scale

A Reciprocal Exchange with Board Directors

14:00

TALK TO THE BOARD

Panel Part One

We are thrilled to introduce the 2023 panel comprising of four esteemed board directors who span cross-sector, and cross-functional roles. This is a truly a reciprocal conversation with Directors working through core business questions alongside participating CISOs and technology luminaries.

A rare opportunity for CISOs and Cybersecurity leaders to gain valuable insights into the way that board directors think about strategic direction, risk management, innovation, corporate responsibility, and employee engagement. Our aim is that the discussion will support cybersecurity leaders in scaling up their resilience strategies and the way that cybersecurity is presented to the Board.

- Inga Beale, Former CEO, Lloyd's of London
- Mike Coupe, Former CEO, Sainsbury's
- Alan Knight OBE, Group Director of Sustainability, Drax & Senior Associate, CISL
- Julian Wheatland, Formerly Chairman, SCL Group and COO & CFO, Cambridge Analytica / SCL Group of Companies

15:00

Short Comfort Break and Sponsors' Prize Draw

15:30

TALK TO THE BOARD

Panel Part Two

Continuation of the reciprocal discussion.

- Inga Beale, Former CEO, Lloyd's of London
- Mike Coupe, Former CEO, Sainsbury's
- Alan Knight OBE, Group Director of Sustainability, Drax & Senior Associate, CISL
- Julian Wheatland, Formerly Chairman, SCL Group and COO & CFO, Cambridge Analytica / SCL Group of Companies

Evening

17:00

Networking Reception London Marriott Grosvenor Square

Kindly sponsored by:





19:20

Group gathers to depart from London Marriott Grosvenor Square to walk 3-minutes to Selfriedge's on Oxford Street.

19:30

Dinner Alto by San Carlo at The Rooftop Selfridge's

Kindly sponsored by:











Example questions that may be raised with The Board

- How much interest are Boards and shareholders taking in cyber, either as a source of risk or opportunity? Has this changed in the past year?
- What are your top predictions for the way businesses will need to change in the next 3 years?
- What are the skills, behaviours and mind set required to lead a functional agenda in a pressured, complex and competing business environment?
- How to create a culture where the function (in this case cybersecurity) is considered central to the way companies think and behave?
- How do you perceive the role of technology and digital transformation in our organisation's growth strategy, and what steps are being taken to ensure we stay competitive in the digital age?
- Creating value from generative AI and managing its risks Are Boards equipped to provide that support?
- Are there any areas where you believe that leadership teams should be more proactive in identifying and mitigating risks?
- How do you prioritize investment decisions and resource allocation to drive innovation while maintaining operational efficiency?
- How do you evaluate corporate social responsibility efforts and their impact on reputation, brand image, and stakeholder relationships?
- · Are there any specific initiatives or causes you believe that leadership teams should be more engaged with?
- How do you foster a culture of diversity, equity, and inclusion? How do you assess talent acquisition, development, and retention strategies?
- · How do you envision our organisation's role in addressing environmental sustainability and climate change?
- How do you communicate and engage with employees at all levels of the organisation?

Innovation and AI: Unlocking the Value of Technology and Balancing Risks

How might the competitive environment change?

How might the business benefit, and where does it look vulnerable?

And are there ways to future-proof the strategy and business model?

Building Resilience and Preparedness to Respond to Crisis

What are the Board's experiences of crisis (generally)?

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?

Mental health: What advice can we give to CISOs to keep teams motivated on what can feel like a losing battle?

Culture and Communicating with the Board

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?

Governance, Ethics, Well-Being and Improving Environmental and Social Sustainability

Strengthening their business models and reach economic sustainability What are emerging Board expectations of security, CISOs – including legal risk? How does the organisation mitigate the risk of burn out during uncertain times? How much 'cyber due diligence' is done on M&A and new investments? Sustainability: Is there a link between sustainability and security?





Our 2023 venue

London Marriott Hotel Grosvenor Square London, W1K 6JP

Located in the fashionable Mayfair neighbourhood of London, United Kingdom, London Marriott Hotel Grosvenor Square offers a timeless blend of elegance and comfort.

First built as a stately townhouse, the building has evolved into an exclusive hotel that infuses contemporary chic with classic luxury and exceptional personal service.

This magnificent 5-star hotel has a great location in the centre with Park Lane, Hyde Park and Oxford Street all just 5 minutes' walk away. Free wi-fi is available in public areas. Recently renovated, The Westminster Ballroom and The Whitehall Suite are imbued with natural daylight, making them ideal for hosting the 5th Cyber Exchange 360: Talk to the Board!









Register online today

Delegate Pass

For CISOs, Practitioners and Executives (in-house)

£0 Invitations are on a Complimentary Basis

Delegate Passes are available to book by in-house practitioners (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 preregistered online and pre-approved at the sole discretion of Pulse Conferences.

INCLUSIONS

- Entry to 5th Cyber Exchange 360: Talk to the Board, 8 November
- Invitation to join the evening reception kindly sponsored by es2 assure
- · Certificate of attendance soft copy provided post-event on request
- Post-event report and materials (subject to speaker opt-out)
- 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

 $\bullet \qquad \hbox{Please ensure that you read our Worldwide Terms and Conditions} \ \underline{\hbox{here}}.$