



Creator and Host



Kindly Sponsored by



# CISO x CMO x CEO 360

## Fireside Chat & Lunch: Trust at the Table

PRE-SHOW RSAC WEEK

Monday 23 March 2026

12:30 PM - 3:00 PM PT

LongHouse | 83 Minna | San Francisco

Only 7 minutes walk from Moscone Center

### YOUR COMPLIMENTARY GUEST INVITATION



### Join us for Trust at the Table: in the Era of AI and Social Media.

Designed to bridge **CISO-CMO-CEO cyber worlds**, this trio depend on each another, yet they can struggle to align - and they rarely engage together on stage! Explore how security and marketing leaders collaborate to build credibility, brand trust, and impact.

- How are we building trust and traction in our companies and brand?
- When brand channels, AI tools and social platforms intersect, who is accountable when technology risk becomes reputational risk?
- Are we aligned - or building, marketing and buying in parallel cyber universes?
- What does it really take to stand out in a crowded market and get a CISO's attention!

### Who's on the Panel?

- Belsasar (Bel) Lepe | Co-founder and CEO | Cerby
- Gary R. Hayslip | Field CISO | Halcyon
- James Alliband | Head of Marketing | Risk Ledger
- Jake Bernardes | CISO | Anecdotes
- CISOs, Cyber CMOs and CEOs

### Who Will You Meet?

- CISOs / Senior Cybersecurity Practitioners
- Cyber CMOs / Heads of Marketing
- Founder, CEO, CTO

### Why Attend?

- CISO-CMO-CEO engagement you don't get on the expo floor
- A room built for real introductions
- The Chatham House Rule ensures candid, open conversation
- A venue that feels like a proper reset: a light-filled SoMa loft!
- And yes - it's a seriously good lunch 😊

Be part of the conversation that everyone in cybersecurity wants to be part of during RSAC Week!



"I've been to a LOT of RSA events in my time & Pulse Unplugged CISO 360 is up there in my favourites. Standing room only, great food, great discussion & super sharp remarks that were on point for what CISOs were thinking (but not saying). Sparked a lively debate of CISOs vs. CMOs -well worth my time & left me with some great ideas & new friends! I'll be back in 2026!"  
**CISO, Anecdotes**

[www.pulseunplugged.com](http://www.pulseunplugged.com)

