



T.E.N. ISE® Sales and Marketing Breakfast Notes
Learn From the Top CISO's on What Influences Them to Respond To You
March 2, 2016

TOP OF MIND ISSUES:

Mike Towers – *Chief Information Security Officer, Allergan*

Who has access to what? Is there an insider threat?

Biggest issue: the targeting element – what areas of our company could attackers easily target and gain entry

Paul de Graaff - *Head of Security & Compliance, Weight Watchers*

Our concern is becoming a bigger target for an attack.

Why do I attend RSA? To get a look at what is on the horizon 2-3 years out and what's going on strategically to confront what's on the horizon.

Dr. Yonesy F. Nuñez – *SVP, Information Security Leader, Wells Fargo*

What companies are out there that are solving tomorrow's problems today? What tools are they using?

Security Budget – it's like inflation, it continues to go up.

The conversation is no longer about budget, it's about risk.

Board of Directors – no longer asking are we compliant, but are now asking are we safe?

Three areas of focus:

- Simplification
- Stabilization
- Authorization

Gary Warzala – *Chief Information Security Officer, PNC Bank*

All the energy on the RSA showroom floor – if you put that energy into finding solutions it would make a huge difference.

Three areas of focus

- Visibility – across the network, managing privileged users
- Data protection – making sure its stored and secured properly
- Budget – demonstrate that \$\$ is being used responsibly



Each day, there are three things I need to focus on:

- (1) Phishing prevention – education – teaching everyone not to trust email. Looking for ways to block phishing emails from entering the organization. Looking for solutions, several, not just one. Some are home baked; others will be a product that could be available by late 2016.
- (2) East/West Movement – privileged user modeling – eliminate as many as possible in the enterprise. Build a risk-score on each user – provide more or less access based on that risk score
- (3) Data exfiltration – phishing attacks to infiltrate employers – where the intellectual capital lives

Steve Winterfeld - Director of Information Security, Nordstrom

Its fortunate we have do not have tax on the governing cyber today.

Challenges: I can't protect what I don't know about

Date is the priority - is it in the right place? Are we implementing the right tools at the right time?

User behavior – who are the users? What access/permissions do they have?

Are my top 5 risks being accepted formally or being funded by leadership? What are they willing to accept risk for?

John Graham – Chief Information Security Officer, Jabil

On messages from sales:

- What do I look for? Whatever you bring me has to work!
- I like to look partners who are interested in learning.

GENERAL COMMANDS of MARKETERS & SALES TECHNIQUES

John Graham – Chief Information Security Officer, Jabil

Negative – DON'T CALL ME

Positive – Show me what you have – how does it fit in with what we're doing. Does it work? How does it work?

Mike Towers – Chief Information Security Officer, Allergan

No calls, I'd rather be introduced to someone than go looking for someone. I prefer an introduction through a trusted partner.

Social Media – link to a scenario or an event that proves what your selling does what you say it does.

It's about seeing it work – integration is a big key. Big Turn Off – product that assumes that I'm going to purchase the rest of the vendor's suite for that product to function properly.



Paul de Graaff - *Head of Security & Compliance, Weight Watchers*

- Don't call – no voice mail
- SPAM – solutions that have NOTHING to do with security or with what I do
- NO FRIEND REQUESTS on SM – that will not you in the door or on my calendar.
- If you're not in my key initiatives – do a general introduction with what you're trying to solve
- Do NOT Begin emails with "We have the best solution...."

Dr. Yonesy F. Nuñez - *SVP, Information Security Leader, Wells Fargo*

OWN the problem solution your company is trying to sell.

Don't talk about what you have – show me the value.

Gary Warzala – *Chief Information Security Officer, PNC Bank*

Emails and phone calls are not a good channel.

Know your customer, know what we do, who we serve, etc.

Criteria for a sales person:

- Partnership – don't sell it to me then disappear, we are in this together.
- Trust – if I don't trust you and your product, I'm not going to purchase it.
- More than the sale – it's about a relationship.
- Extension of my team – you may be an outside but we are going to use your product, we'll you onboard (Training, supports, etc.)
- Relationship – It starts on day one and can last years.

Take me to the content – where I can see what your product does, hear testimonials from those who have used it.

Help my organization achieve our mission – this goes back to knowing your customer.

I'm looking for solutions that help me maintain my job – have an understanding of what I manage.

Steve Winterfeld - *Director of Information Security, Nordstrom*

If you can get one my peers to talk about your product – that's your key!

Questions I want to know:

Who are your biggest implementers?

Where have you proven yourself

How do you scale?

Who's your biggest competitor?

What's your pricing model? – Help me understand what I'm jumping into

How to KEEP me – If you treat me like a partner, and show you've increased quality – those are guys I just renew.



TEAM UTILIZATION

John Graham – Chief Information Security Officer, Jabil

Team – 43 people

Decision making – I have basically 7 leads/function within the group, who 'll bring things from their team.

Guidance – I actually look and guide them relative to the operational overhead.

Mike Towers – Chief Information Security Officer, Allergan

Understand your customers' organization structure and how decisions are made.

Find the right empowerment level in the origination.

Always ask potential partners – who have you beat/who have you lost to?

Don't tell me you can't say – we're all so well connected, I'll find out anyway.

Paul de Graaff - Head of Security & Compliance, Weight Watchers

-Don't forget our influence in other solutions being acquired by the company

HOW TEAMS ENGAGE

Gary Warzala – Chief Information Security Officer, PNC Bank

Empowerment – that's how I lead

Create a governing structure – discuss the different things happening in the organization

We try and collaborate to make a decision rather than go in individual directions

Jim Routh – Chief Information Security Officer, Aetna

My job is making sure my team can do my job, tomorrow.

90% of our time – Is convincing people that don't work for us, to do what they don't want to do.

Steve Winterfeld - Director of Information Security, Nordstrom

Working with me – if I send an engineer to talk to you and you pester me to come, you're hurting yourself.

If you want to talk to us about the technology, talk to the people we are sending you.

RELATIONSHIPS WITH ANALYSTS

Jim Routh – Chief Information Security Officer, Aetna

I have zero interest in analysts, it's a negative, not a positive. Totally irrelevant in my evaluation criteria.

Steve Winterfeld - Director of Information Security, Nordstrom

Not a fan. I don't look for where they place vendors. I do look to Forrester for industry trends more than vendors.



BOARD IS NOW MORE INVOLVED WITH SECURITY. HOW HAS THAT CHANGED YOUR JOB?

Paul de Graaff - *Head of Security & Compliance, Weight Watchers*

The boards are getting educated, they understand the challenges. They are very involved and now we report to the full board. Unfortunately, some ask too many questions. They are heavily involved and they understand where we're invested.

SOLVING FUTURE PROBLEMS – BUILDING A ROADMAP OF SOLUTIONS FOR FUTURE ISSUES:

Dr. Yonesy F. Nuñez - *SVP, Information Security Leader,, Wells Fargo*

We're always stuck chasing our tails. I'm interested in understanding the trends and what will the solutions be when we get there.

Jim Routh – *Chief Information Security Officer, Aetna*

Username/Password will become obsolete. User identification is the future. User behavior is a growing priority.

John Graham – *Chief Information Security Officer, Jabil*

Events like T.E.N. are very helpful. If we ask for you to meet and bring your people, and meet with other vendors, be open to that. Can you play together? That's important.

ENGAGEMENT WITH GLOBAL SYSTEMS – HOW THEY IMPACT YOU FROM AN INTEGRATION PERSPECTIVE

John Graham – *Chief Information Security Officer, Jabil*

If our team is smarter than your team – we have a problem.

Krishnan Srinivasan - *Vice President, Security Architecture, Target*

We want to insource as much as we possibly can.

Mike Towers – *Chief Information Security Officer, Allergan*

I prefer companies that have maintained their independence.

WHAT DO I DO ONCE I HAVE YOUR TIME?

Steve Winterfeld - *Director of Information Security, Nordstrom*

Keep it short. 15 minutes is better than 2 hours when you're requesting time. As you come into our orgs – we can't tell you what our problems/risks are.

Paul de Graaff - *Head of Security & Compliance, Weight Watchers*

The sales email vs the CEO email – I will take that CEO email, depending on WHO does the introduction. We need the impression it's not about sales. Set yourself aside from the sales email.



Jeff Trudeau - *Information Security Officer, Sutter Health*

-Jeff: The ISE events – great venue for us to show up and network and build our relationships. They are hugely valuable. We commit to spend time with the vendors that are on hand. That and RSA are the biggest ways I learn about vendors.

PASSION & COLLABORATING WITH UNIVERSITIES ON THE NEXT GENERATION OF TALENT

Dr. Yonesy F. Nuñez- *SVP, Information Security Leader,, Wells Fargo*

It's important to get the next generation of cybersecurity professionals to look at global security concerns.

Gary Warzala – *Chief Information Security Officer, PNC Bank*

I am passionate about building relationships with universities. At PNC we are collaborating with Carnegie Mellon – building a talent pipeline into the organization.

HOW DO YOU FACTUALLY VALIDATE YOUR SECURITY ORGANIZATION?

Jim Routh – *Chief Information Security Officer, Aetna*

I don't use a single source; I use every source. I get 3-4 independent verifications.

About T.E.N.

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