



T.E.N. & ISE® SALES AND MARKETING BREAKFAST AT RSA 2017

WEDNESDAY, FEB. 15, 2017 | W SAN FRANCISCO HOTEL



Best Practices for Getting Marketing and Sales Results from Prospective Clients

Introduction

During T.E.N.'s ISE® Sales and Marketing Breakfast, held at The W Hotel in San Francisco just around the corner from RSA® Conference 2017, attendees heard from eleven of the most highly respected CISOs in information security. These seasoned leaders discussed their experiences with sales and marketing teams—what worked, what didn't, and what they wanted to see more of. The dozens of security vendor representatives in attendance gained invaluable information to help improve their approaches to connecting with customers in the future.



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Panel Participants



Joe Bennett
Sr. Director, Risk and Compliance
Hertz Corporation



Bernie Cowens
Vice President, Chief Information Security Officer
PG&E



Michael Dierickx
Director Security Engineering/Information Security Officer
Panasonic Avionics



Elliott Franklin
VP of Infrastructure & Security
Omni Hotels



Gary Hayslip
Deputy Director/CISO
City of San Diego
ISE® West Executive of the Year Award Winner 2015
ISE® North America People's Choice Award Winner 2015



Paul Huesken
Chief Information Assurance Officer
The Coca-Cola Company
ISE® Southeast & ISE® North America Judge



Renee Guttman-Stark
Chief Information Security Officer
Royal Caribbean Cruise Lines



Larry Lidz
Chief Information Security Officer
CNA Insurance



Marci McCarthy
CEO and President of **T.E.N.**
CEO and Chairman of **ISE® Talent**
Moderator



Brian Phillips
VP of Systems and Technology
Macy's



Julie Talbot-Hubbard
SVP, Head of Information Security Operations
SunTrust
ISE® Central Executive Award Winner 2010



Mike Towers
VP & Chief Information Security Officer
Allergan
ISE® Northeast Executive of the Year Award: Health Care Winner 2015
ISE® North America Executive Award: Health Care Winner 2015



Panel Discussion Summary

**"I want you to tell me how your solutions can integrate with the system I already have."
–Elliott Franklin, VP of Infrastructure & Security with Omni Hotels**

One of the first points brought up by the panel was product integration. Most security teams have solid, fluid systems in place—multiple components that they have tailored to work together in their systems strategy. That doesn't mean these systems cannot accept new, more useful solutions and software. However, these leaders want to know that the new components and service options will integrate well with their systems—if it will require a full systems overhaul just to involve one new piece, teams may not be as eager to work with them.

**"Know the challenges a company faces *before* you approach them to better connect with them."
–Brian Phillips, VP of Systems & Technology with Macy's**

The panelists felt that providers who reach out to their security teams should take the time to study their targeted customers' companies, work environment, current strategy, and security challenges in order to understand how well their solutions will integrate into their system. They can then structure their discussions with security executives around how these solutions or programs will best apply directly to their customers—and better connect with them from the beginning.

**"The dollar amount isn't a concern—what matters is if your solution provides a safer environment."
–Larry Lidz, CISO with CNA Insurance**

Panelists also wanted to assure solutions providers that when it comes to the usefulness of a solution, they are more concerned about how well it can facilitate a safer environment. Budget, while an important factor, is not always more important than the safety these solutions or products can create. Security teams strive to maintain the most secure environment for their company they can, and to them, a truly solid pitch for the solution's safety qualities can be more of a deciding factor than price.

**"The most effective way to show me your solution is to give me your pitch in 15 minutes or less."
–Paul Huesken, Chief Information Assurance Officer with The Coca-Cola Company**

**"Showing me how another customer already implements your product will be very beneficial."
–Bernie Cowens, VP & CISO with PG&E**

Related directly to making sales pitches to potential customers, the panelists agreed that they prefer pitches be condensed into a short, effective, personalized discussion. CISOs are very busy, fast-working people, and often do not have the time to spend an hour or more listening to sales representatives pitch their products. Instead, representatives should endeavor to create a short, to-the-point pitch that provides the most important, key information—tailored to the individual client so it affects them directly.

**"We use interns and co-ops so students can solve real world problems. Getting them involved is critical."
–Julie Talbot-Hubbard, SVP & Head of Information Security Operations with SunTrust**



When it comes to marketing solutions, panelists also suggested that solution providers should recruit those who know their products most intimately to contribute to its advertisement. Technology experts who know your product backwards and forwards, from creation to execution, should often be invited to write blog posts and participate in podcasts. Because of their familiarity and knowledge of the elements that comprise the solution, they can provide executives with more knowledge on the products use than anyone else probably could.

**"We need new IoT solutions on board. We have forty thousand endpoints to work with and protect."
–Gary Hayslip, Deputy Director/CISO with City of San Diego**

One point of contention amongst the panel was the concept of testing a customer's systems without their knowledge. While a few panelists did not mind this act, most of them found it to be an act that "goes behind their back," and as leaders deeply involved in security, seeing it invaded without permission causes them great frustration and will hamper any trust or relationship that could be built between them and a potential solutions provider. Many panelists warned against this tactic, and suggested using more direct, front-facing methods of addressing customers.

**"I dislike when a provider is dissatisfied with my staff's response and bypasses them to contact me."
–Mike Towers, VP & CISO with Allergan**

The last note of the morning's discussion was one that all panelists agreed on without hesitation: going over their head to higher management in the company to get a response is a one-way trip to a sour working relationship. Executives are incredibly busy individuals, and they are aware it can take a while for them to respond to representatives. However, if a representative doesn't receive a satisfactory response or a response in a timely matter, they strongly warn against skipping them over for someone else above their head.

**"Learn our environment and communicate with us. We have decision-making power, so don't skip over us."
–Joe Bennett, Sr. Director of Risk and Compliance with Hertz Corporation**

Those company leaders are even busier than the CISOs and security teams, and often disturbing them with discussions better left with the CISOs can create internal complications. Panelists want to assure solutions providers that they do have the decision-making power in such discussions, and that reps should be patient in receiving their answer—or accepting of the answer they receive.

**With DevOps and the cloud becoming significant, now is the perfect time to revisit what solutions we have."
–Renee Guttman-Stark, CISO with Royal Caribbean Cruise Lines**

**"Securing all the components of our smart technology is vital to me and my industry."
–Michael Dierickx, Director of Security Engineering/ISO with Panasonic Avionics**

Security leaders are looking out for the best interests in their company's security. They encounter plenty of pitches and marketing tactics, and they know how to look for the solutions that show the most promise in improving and tightening their security system. All security vendors need to do is use the right tools to contact them, talk with them, and show them the utmost potential in your products.



About T.E.N.

T.E.N., a national technology and security executive marketing and networking organization, facilitates peer-to-peer relationships between top executives, industry visionaries and solutions providers in the cyber security industry. Nominated for numerous industry awards, T.E.N.'s executive leadership programs enable information exchange, collaboration and decision-making opportunities for Information Security Executives and cyber security solution providers alike. Its flagship program, the nationally-acclaimed Information Security Executive® (ISE®) of the Year Program Series and Awards, is North America's largest leadership recognition and networking program for security professionals. T.E.N. delivers ISE® Private Dinners across 42 major cities throughout the U.S. and Canada to create even more opportunities for Information Security Executives, professionals and security solution providers to Connect, Collaborate, and Celebrate.

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