



## *Nominee Showcase Presentation*

# ISE<sup>®</sup> Central Executive Forum

June 6, 2013

*Company Name:* Texas Capital Bank  
*Project Name:* Aligning Security with the Business  
*Presenter:* Eric Fisch  
*Presenter Title:* SVP, Information Security





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# Company Overview

# TEXAS CAPITAL BANK™

- Commercial Banking
- Founded in 1999
- 850+ Employees
- Over \$10B Assets





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# Presentation Overview

- Why This Topic: *“Aligning Security with the Business”?*
- Common Missteps
- How to Get on the Same Path
- Key Take-Aways



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# Why are We Having this Discussion?

- ISO/CISO are typically tactical
- ISO/CISO are not perceived as part of the business
- Security is still seen as insurance, not value-add



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# Common Missteps

- Metrics do not align with business
- We rely too much on metrics
- Different languages



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# Getting on the Same Path

- Keep thinking
- Keep executing
- Start interacting

*“Do not focus on your goals as much as focusing on understanding the person.”*

*- Christopher Nadnagy , Social Engineering*



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# Thinking

- Logic vs. Emotion
- Risk vs. Vulnerabilities
- Business vs. Security
- Partner vs. Dictator

*“It’s all about the money.”*

*- Me, when my kids ask why a company makes the decisions that they do.*



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# Interacting

- Learn how to present
- Learn what to present
- Regular meetings with business stakeholders
- Change your vocabulary
  - “No”
  - “Vulnerabilities” / “Metrics”
  - “Security”





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# Executing

- Get in front of projects
- Start with strategy
- Be prepared for the obvious
- Their goal is your goal

*“Victory comes from everyone sharing the same goals.”*

*- Sun Tzu, The Art of War*



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# Example: Scheduling

Stakeholder	Theme	Frequency
Account Managers	Enablement	Monthly (rotational)
Application Development	Innovation	As Needed
CIO	Vision, Revenue	Quarterly
COO	Vision	Quarterly
Corporate Security	Teaming	Monthly
Legal	Teaming	Quarterly
New Product Development	Innovation	Quarterly



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# Example: Strategy

0-6 Months	6-12 Months	12-24 Months	24+ Months
	VM Migration		
		Dist. System Upg.	
	BYOD		
			POS Upgrade

*"Luck favors the Prepared."*

*- Edna Mode, Disney's The Incredibles*



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# Key Take-Aways

- Identify your 'Number 1' and delegate the tactical
- Tie security to key business goals and strategies
- Meet with the business leaders on a regular basis