

# Advantage, CISO: Why Cybersecurity Is Poised to Win in 2021

## Hosted by

Bruce Potter – *CISO, Expel*

Tom Field – *SVP Editorial, ISMG*

## Agenda

4:00 p.m. – Introductions and Opening Remarks

4:15 p.m. – Roundtable Discussion

5:15 p.m. – Closing Remarks and Questions

5:30 p.m. – Program Concludes



# Introduction

This has been a year of historic crisis. But it's put cybersecurity leaders into the spotlight for all the right reasons as they've guided their enterprises through digital transformation to deploy the largest remote workforce in history – without any resultant loss of business continuity, critical data or customer trust.

Looking ahead to 2021, it's a good time to be a CISO. You have the board's attention, and now you can use your influence to ensure appropriate resources to tackle key challenges such as identity and access, cloud application security and third-party risk.

But how will your workforce be deployed in 2021, and how will that deployment shape your security strategies? How must you think differently about the cloud and third-party risk? And how do you maximize your position of influence?

This exclusive virtual roundtable on **Advantage, CISO: Why Cybersecurity is Poised to Win in 2021** will provide answers to these and other critical questions.

Guided by insights from Bruce Potter, CISO at event sponsor Expel, this invitation-only virtual forum will also draw upon the experiences of the attendees, who will discuss how best to take advantage of this position of influence.

Among the discussion topics:

- How do we re-think our perception of third-party risk?
- How do we adapt to being a cloud-first enterprise?
- What role should the “zero trust” model play?

You'll have the opportunity to discuss these topics with a handful of senior executives and market leaders in an informal, virtual setting, from which you will emerge with new strategies and solutions that you can immediately put to work.

# Discussion Points

Among the questions to be presented for open discourse:

- How has the global crisis impacted your security organization's influence in the enterprise?
- How do you now approach third-party risk?
- How have you adapted to being a cloud-first enterprise?
- What role will the "zero trust" model play in your enterprise next year?
- How are you exercising your new influence in your 2021 planning?

# About the Expert

Joining our discussion today to share the latest insights and case studies:



## Bruce Potter

*CISO, Expel*

Potter is responsible for cyber risk management and ensuring the secure operations of Expel's services. Previously, he co-founded Ponte Technologies, a cybersecurity research and engineering company that worked with organizations ranging from hedge funds to intelligence agencies. Potter sold Ponte Technologies to the KeyW Corporation, where he served as CTO for two years. Earlier, he founded the Shmoo Group, and he now helps run the yearly hacker conference, ShmooCon ([shmoocon.org](http://shmoocon.org)), in Washington, DC. He has co-authored several books and written numerous articles on security.

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### About Expel

Expel's SOC-as-a-service capability offers 24x7 security monitoring and response for cloud, hybrid and on-premises environments. Expel uses the security signals its customers already own so they can get more value from their existing security investments. Expel connects to customer tech remotely through APIs, not agents, so its SOC can start monitoring a customer's environment in a matter of hours, letting their internal teams get back to focusing on the most strategic security priorities that are unique to their business. Learn more at <http://expel.io>.

# About the Moderator

Leading our discussion today is:



## Tom Field

*Senior Vice President, Editorial, ISMG*

Field is an award-winning journalist with over 30 years of experience in newspapers, magazines, books, events and electronic media. A veteran journalist with extensive business/technology and international reporting experience, Field joined ISMG in 2007 and currently oversees the editorial operations for all of ISMG's global media properties. An accomplished public speaker, Field has developed and moderated scores of podcasts, webcasts, roundtables and conferences and has appeared at the RSA Conference and on various C-SPAN, The History Channel and Travel Channel television programs.

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## About ISMG

Information Security Media Group (ISMG) is the world's largest media organization devoted solely to information security and risk management. Each of our 28 media properties provides education, research and news that is specifically tailored to key vertical sectors including banking, healthcare and the public sector; geographies from North America to Southeast Asia; and topics such as data breach prevention, cyber risk assessment and fraud. Our annual global summit series connects senior security professionals with industry thought leaders to find actionable solutions for pressing cybersecurity challenges.

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