OKLAHOMA STATE UNIVERSITY
5th ANNUAL
CYBER SECURITY
CONFERENCE
APRIL 7, 2020
EDMOND, OK | HILTON GARDEN INN
8:00 A.M. - 3:30 P.M.

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Presented by the OSU Spears School of Business, the Department of Management Science and Information Systems, and the Center for Executive and Professional Development
With the increasing risk and sophistication of cyber attacks, there is a continuous need to adapt your business strategy to protect sensitive business and personal information. The fourth annual Cyber Security Conference brings local and national experts to the state and is sponsored by the Management Science and Information Systems Department and the Center for Executive and Professional Development, Spears School of Business, Oklahoma State University.

WHO SHOULD ATTEND?

- The conference is designed for senior-level leaders, human resource and information technology management and professionals, operational technology specialists, systems and data administrators, and other business leaders involved in the decision-making process for cyber security strategy, implementation and management.
- The conference will be beneficial to those in a range of industries including: legal practices, accounting firms, insurance brokers, personal information suppliers, wholesalers, public sector suppliers, schools, and colleges, and those involved in decision making on or delivery of cyber security in central government, local government, police and fire services, health services, and education.

BENEFITS OF ATTENDING?

- Learn from cyber security experts and take advantage of the question and answer and networking opportunities to develop new ideas and obtain information you need to address cyber security in your organization.

SECURITY IS NOT POSSIBLE: THE HUMAN ELEMENT

- Understand the human element risks your organization faces.
- Explore the nature and motivation behind internal and external people who pose a risk to your organizations’ security.
- Develop a cyber security strategy for your organization.

PROGRAM AGENDA

7:30 a.m.    Registration and Breakfast
8:00 a.m.    Cyber Security Table Topic Discussions and Networking Breakfast
This pre-conference session will include roundtable conversations on cyber security topics. Discussions are meant to be open and candid exchanges where participants can ask questions and share experiences. Facilitators will guide discussions by presenting targeted issues and topics related to cyber security issues. During the session participants are invited to all table topics of interest. A breakfast buffet will also be available, and participants are encouraged to network with other pre-conference attendees and facilitators.

9:15 a.m.    Welcome
Moderator: Dr. Rick Wilson, W. Paul Miller Professor of Business Administration and Head, Management Science and Information Systems, Spears School of Business, Oklahoma State University

9:30 a.m.    Real Stories from the Dark/Cyber Side
Your brand is there to serve consumers and you have a reputation to protect. We will share a few incidents that surprised, baffled, and caused disruption. Here is what your brand should be doing to enhance the level of protection that you offer so you can serve people effectively.

Sundeep Kapur, Educator and Founder, Digital Credence, Inc., Lexington, KY
10:15 a.m.  Successful CISO Leaders Excel at these 7 Factors
How do we know if the CISO's security program has accounted for all the right components to be effective? Are the CISOs and their teams focusing on the most important activities? This session applies the time-tested McKinsey 7S framework (strategy, structure, systems, style, staff, skills, and shared values) to today's cybersecurity leadership issues. Topics such as CISO evolution, developing a strategy, reporting relationships, privacy, incident lessons learned, reporting to the board, generational workforce management, laws, and control frameworks are discussed. The session is based upon the new book by the presenter, CISO COMPASS: Navigating Cybersecurity Leadership Challenges with Insights from Pioneers (2019).

As a result of this session the participants will be more effective in:
• Leading an organizationally effective information security/cybersecurity program
• Uncovering areas not addressed by the current program
• Apply the 7 Effective Management factors to 13 different security issue areas
• Leveraging the experience of other CISOs and Cybersecurity leaders

Todd Fitzgerald, CISO and Cybersecurity Leadership Author, CISO Spotlight, Chicago, IL

11:00 a.m.  Break

11:15 a.m.  Hacking Exposed - A Look Inside the Techniques of OceanLotus/APT32
Take a journey with us, as we expose the mind of the enemy, revealing the latest methods that cybercriminals use to infiltrate modern security defenses, and how you can thwart them. You will learn about the ever-changing threat landscape and how you can prevent and respond to today's most pervasive threats - including ones never seen before. With the best tools, expertise, and powerful AI-based technology, we will uncover the secrets behind today's modern hacking arsenal and provide you with the means to protect your organization.

Brian Robison, Chief Evangelist, Blackberry Cylance, Irvine, CA

12:00 p.m.  Lunch

1:00 p.m.  Cybercrime Finds a Way
Despite law enforcement takedowns, the cyber-criminal underground is robust and continues to thrive. Just like the dinosaurs in the 1993 film Jurassic Park, “cyber-crime, uh, finds a way.” In this talk, Digital Shadows’ Chief Information Security Officer Rick Holland will discuss:
• A brief history of the cyber-criminal underground
• The differences between forums, marketplaces and automated vending carts
• Innovations in the cyber-criminal underground
• How to protect your enterprise against cyber criminals

Rick Holland, Chief Information Security Officer, Vice President Strategy, Digital Shadows, Dallas, TX

1:45 p.m.  Cyber in Oklahoma – Economy, Market Demand, Tax Credits, Talent
From the oil bust of the 1980’s to the roaring digital 2020’s of today, Oklahoma’s economy has gone through highs, lows, twists and turns. Despite the economic setbacks, Oklahoma has emerged stronger than ever with a diversified economy, investment in core infrastructure, low cost of living, and quality of life. As we look into the decades to come, how can Oklahoma position itself to be a top Cyber state?
• Changing business landscape
• Future of Work
• Market Demand for Cyber professionals
• Attract and retain top Cyber talent

Madeline Mitchell, Senior Consultant, Deloitte Commercial Cyber Practice, Deloitte, Oklahoma City, OK

2:30 p.m.  Break

2:45 p.m.  How Do You Get Support Throughout the Company?
Shane Hadlock, Executive Vice President of Information Technology & Information Security, Paycom, Oklahoma City

3:30 p.m.  Conference Summary and Adjourn
Todd Fitzgerald has built information Fortune 500 and large company security programs for 20 years. Fitzgerald serves as Executive In Residence and Chairman of the Cybersecurity Collaborative Executive Committee, was named 2016–2017 Chicago CISO of the Year and ranked Top 50 Information Security Executive. Fitzgerald has authored four books including CISO COMPASS: Navigating Cybersecurity Leadership Challenges with Insights from Pioneers (2019), ground-breaking CISO Leadership: Essential Principles for Success, as well as contributions to a dozen others. Fitzgerald held senior leadership positions at Northern Trust, Grant Thornton International, Ltd, ManpowerGroup, WellPoint (Anthem) Blue Cross Blue Shield/National Government Services, Zeneca/Syngenta, IMS Health and American Airlines. Todd also earned a MBA with highest honors from Oklahoma State University.

Shane Hadlock is Paycom's Executive Vice President of Information Technology and Information Security. As a tenured professional with more than 24 years of expertise in cloud-based software, disaster recovery and business analysis, he continues to lead Paycom's dedicated IT professionals. Before joining Paycom, Shane was a computer specialist for USGS, a technology consultant at HP and a project leader and infrastructure manager at Hertz. He received his bachelor's degree from the University of Central Oklahoma. He has his master's in business administration and is certified as a Project Management Professional by the Project Management Institute.

Rick Holland has more than 15 year's experience in information security. Before joining Digital Shadows, he was a vice president and principal analyst at Forrester Research, providing strategic guidance on security architecture, operations, and data privacy. Rick also served as an intelligence analyst in the IS Army. He is currently co-chair in the SANS Cyber Threat Intelligence Summit and holds a B.S. in business administration from the University of Texas, Dallas. Rick regularly speaks at leading security conferences across the globe and has been interviewed by industry and business media including BBC News, CNN, Dark Reading, Motherboard, NPR, The Register and Wall Street Journal.

Sundeep Kapur is an educator focused on helping brands enhance engagement. His insight driven workshops have helped many financial institutions define and implement a successful strategy for 2020 and beyond. He continues with his efforts to research and enhance the learning to make it actionable and relevant. “Keep it relevant, keep them engaged and you will nurture your way to be the primary financial institution”.

Madeline Mitchell is a Senior Consultant in Deloitte’s Cyber Risk practice focused on Cyber Strategy for Commercial clients across the United States. She is an experienced manager with over 11 years of experience across the aerospace, defense, power, utilities, healthcare and federal, state and local government sectors. Prior to joining Deloitte, Madeline was a Manager with Booz Allen Hamilton in the Aerospace practice, and previously served in the Governor's administration for the State of Oklahoma. She holds an active Top Secret security clearance. Madeline holds an MBA from the University of Central Oklahoma and a BA in Corporate Communications and Public Affairs from Southern Methodist University. She is a Certified Project Management Professional (PMP) and a Certified Defense Financial Manager (CDFM).

Brian Robison is the Chief Evangelist at BlackBerry Cylance, where he educates the world that preventing cybersecurity threats is actually possible and a much better approach than detecting and responding after the attack. Prior to joining Cylance, Brian spent five years helping secure corporate data on mobile devices—three years at Citrix as Director of Technical Marketing and two years driving enterprise product strategy at Good Technology. Before moving into the mobile security space, Brian's career focused on endpoint security and risk and compliance. At McAfee, he led the effort to bring ePolicy Orchestrator into the modern age as well as managing the vulnerability management and policy compliance solutions. Prior to McAfee, Brian held many roles over his seven-year career at Tripwire, Inc.

**SPEAKER BIOGRAPHIES**

**OKLAHOMA STATE UNIVERSITY MANAGEMENT SCIENCE AND INFORMATION SYSTEMS FACULTY**

Dr. Rick Wilson Dr. Mark Weiser Dr. Jim Burkman
APRIL 7, 2020 - HILTON GARDEN INN, EDMOND, OK

OKLAHOMA STATE UNIVERSITY

REGISTRATION

NAME: [ ] Mr. [ ] Ms. [ ] Dr. _______________________________________________________________
Title _____________________________________________________________________________
Company/Affiliation: _______________________________________________________________________________________
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REGISTRATION

GOLD SPONSOR $4,500
☐ Yes! I wish to be a gold sponsor of the Cyber Security Conference – Oklahoma City, April 7, 2020.
$4,500: Includes 8 registrations to the Conference, 4 invitations to the exclusive cyber security speaker and sponsor dinner the night before the Conference, 1 copy of Todd Fitzgerald's book, CISO COMPASS: Navigating Cybersecurity Leadership Challenges with Insights from Pioneers, an exhibit booth at the conference (optional), and prominent recognition in promotion and at the conference. (Deductible-$1,680; Non-deductible-$2,940)

SILVER SPONSOR $3,500
☐ Yes! I wish to be a silver sponsor of the Cyber Security Conference – Oklahoma City, April 7, 2020.
$2,750: Includes 4 registrations to the Conference, 2 invitations to the exclusive cyber security speaker and sponsor dinner the night before the Conference, 1 copy of Todd Fitzgerald’s book, CISO COMPASS: Navigating Cybersecurity Leadership Challenges with Insights from Pioneers, an exhibit booth at the conference (optional), and prominent recognition in promotion and at the conference. (Deductible-$1,700; Non-deductible-$1,800)

BRONZE SPONSOR $2,500
☐ Yes! I wish to be a silver sponsor of the Cyber Security Conference – Oklahoma City, April 7, 2020.
$2,750: Includes 2 registrations to the Conference, 1 invitation to the exclusive cyber security speaker and sponsor dinner the night before the Conference, 1 copy of Todd Fitzgerald’s book, CISO COMPASS: Navigating Cybersecurity Leadership Challenges with Insights from Pioneers, an exhibit booth at the conference (optional), and prominent recognition in promotion and at the conference. (Deductible-$1,310; Non-deductible-$1,190)

*Multiples of each sponsorship level are also available.

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PAYMENT INFORMATION

A check payable to the OSU Foundation (for sponsorship) or Oklahoma State University (for individual) is enclosed for the amount of $___________.

Mail registration form and check to: OSU Center for Executive and Professional Development | Spears School of Business
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If paying by credit card, please fax registration form to 405-744-6143 or call 405-744-5208.
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