SINET INNOVATION SUMMIT

The TimesCenter, New York, NY July 14, 2016

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July 14th, 2016

Dear SINET Attendees,

I welcome you to the 6th Annual SINET Innovation Summit where we connect our nation's three most powerful epicenters of innovation, finance and policy: Silicon Valley, Wall Street and the Beltway. By participating today, you are supporting our mission to advance innovation and enable global collaboration between the public and private sectors to defeat Cybersecurity threats.

You will hear our nation's top subject matter experts discuss important topics such as Pilot Purgatory, The How and Why, What BODs and CISO Communications look like today, Mitigating Third Party Vendor Risk and other value-add discussions.

Looking ahead, we are hosting our annual Showcase in Washington, D.C. where we highlight the SINET16 Innovators and expand into the Asia Pac region with our Inaugural SINET61 program in Sydney and Investor Series in Melbourne. Cyber has no zip code, and we hope you will join us as we continue to advance our mission internationally.

I would like to extend a special thank you to the Department of Homeland Security Science and Technology Directorate, as well as our sponsors and speakers who contributed to making today's SINET Innovation Summit a success.

SINET encourages the communities it touches to think of the higher calling of protecting our nation's critical infrastructures, as well as the national security and economic interests of our country, in order to preserve our inherent freedoms and way of life.

Sincerely,

Robert D. Rodriguez Chairman and Founder

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SINET

SINET Innovation Summit

THURSDAY JULY 14, 2016 7:30 A.M.-8:30 A.M.

Registration and Continental Breakfast

8:30 A.M.-5:30 P.M.

General Session

8:30 A.M.-8:35 A.M.

Introduction by Summit Host

• Rick Geritz, Chief Executive Officer & Founder, LifeJourney, Chairman, CyberMaryland

8:35 A.M.-8:45 A.M.

Welcome Remarks

Robert D. Rodriguez, Chairman & Founder, SINET

8:45 A.M.-9:00 A.M.

SINET Thinks Forward with Robert Silvers:

• Robert Silvers, Assistant Secretary for Cyber Policy, U.S. Department of Homeland Security

DHS is Building the World's Clearinghouse for Cyber Threat Indicators. Do You Want In?

Abstract: Building awareness of the threats facing you is a lynchpin of good cybersecurity. Sharing cyber threat indicators broadly and quickly with the private sector is a cornerstone mission of the Department of Homeland Security. This year, DHS launched its signature information exchange platform, Automated Indicator Sharing (AIS), to permit that sharing to occur at machine speed. Assistant Secretary Silvers will explain how the system works, how you can participate, and where DHS is heading next.

9:00 AM - 9:50 AM

You Can't Stop What You Can't See: Mitigating Third-Party Vendor Risk

Abstract: As Fortune 100 companies lead the charge into the digital economy, senior leaders are evolving their sourcing strategies. They are taking on a wider array of new partners and deepening their ties to existing partners who can help them rapidly evolve business models and technology infrastructures. To realize the promise of these new relationships and avoid critical pitfalls, industry companies need to enhance their third-party risk management (TPRM) capabilities, gaining increased visibility and control with global end-to-end TPRM programs with special attention to information risks.

Panel participants will discuss:

- How to enhance end-to-end TPRM programs that meet companies' business, legal, regulatory, and procurement imperatives
- Considering the entire vendor lifecycle, from onboarding through assessment and monitoring to termination and off-boarding
- · How to effectively make TPRM a part of the board of directors' agenda
- · How to develop global consistency and compliance with regulations
- Current industry models vs. leaders' visions for best-in-class TPRM programs (governance, controls, practices, and technologies)
- Best practices for monitoring vendors and measuring and reporting risks

Moderator:

Valerie Abend, Managing Director, Head of the U.S. Cybersecurity Practice, Promontory

Panelist:

- Mike Antico, CISO, BNP Paribas
- Marianne Bailey, Deputy CIO for Cybersecurity, Department of Defense
- Edna Conway, CSO Global Value Chain, Cisco
- Patrick Gorman, Strategy & Product Development, CyberGRX

9:50 AM - 10:30 AM

Financial Sector: State of Public/Private Partnerships in Mitigating Cyber Risk

Abstract: Moderated by Terry Roberts, this panel will explore private sector intelligence sharing needs, discussing what threat intelligence insights would be mutually beneficial to the government and private sector. Given the number of ongoing intelligence and information sharing initiatives underway, the panel will discuss their status and range, and the extent to which the financial sector and other critical services are taking advantages of the initiatives. This conversation will reiterate the current state of the cyber threat and the collaborative new efforts to improve protection and mitigate risk.

Moderator:

• Terry Roberts, INSA Cyber Council Co-Chair, President, Whitehawk

Panelists:

- Joan Dempsey, Former Deputy Director of Central Intelligence & Executive VP, Booz Allen Hamilton
- James Katavolos, SVP, Citigroup Cyber Intelligence Center & INSA Financial Threats Task Force (co-chair)
- Andy Ozment, Assistant Secretary, Department of Homeland Security
- Phil Venables, CIRO, Goldman Sachs

10:30 AM - 10:45 AM

Break

10:45 AM - 11:25 AM

Pilot Purgatory, the How and Why

Abstract: Ever wonder why your guaranteed pilot by the buyer is taking forever? Ever wonder why it is taking forever to get your product in line to conduct the proper due diligence via the pilot process?

Have you ever been stuck in Pilot Purgatory and you are anxious as another sales quarter is approaching and you are way short of your numbers?

Please join as these CISOs share their challenges with purchase and infrastructure alignment. As the demand for Cybersecurity solutions increases the procurement and buying process of technology is slowing down more than ever. The CISO is ready to purchase but does he have the human resources to stay on track to include being on the same page with their IT, business lines, finance, procurement and acquisition colleagues. If these parts are not all in sync then be ready for a long wait. Listen as these SMEs share their obstacles and opportunities to accelerate a product through this process that will help you better understand their challenges and also learn value add information that will help you jump to the front of the line.

Moderator:

• Rich Baich, Executive VP & CISO, Wells Fargo

Panelists:

- · Arlette Hart, CISO, FBI
- Dave Mihelcic, CTO, Defense Information System Agency
- Myrna Soto, CISO, Comcast
- Hussein Syed, CISO, Barnabas

11:25 AM - 12:05 PM

Mal-vertising and Ad-Fraud

Abstract: Online Advertising continues to carry huge risks due to Ad-Network Fraud and "Mal-vertizing" attacks. This panel of SMEs will discuss how the Malware attacks occur, who the victims are, how Fraud is perpetrated, and who loses money. The costs to the industry is in the Billions of dollars without any end in sight. The panel will share how their companies (some of the largest in the Media Industry) are fighting these attacks and share their ideas of what needs to be done to correct it. In addition, a solution provider will explain how they are helping many companies fight this battle.

Moderator:

• David Hahn, VP of Corporate Information Security & Risk, Hearst Corp

Panelists:

- Michael Higgins, CISO, NBCUniversal
- Chris Olson, CEO & Co-Founder, The MediaTrust
- Mike Smith, SVP Advertising & Revenue Platforms, Hearst

12:05 PM - 1:20 PM

SINET Connects: Networking Luncheon

Table #1: Jeffrey Altman, Founder & CEO, Auristor
 Topic: Reducing The Impact of Risk Classification and Data Silos on Opex, Capex and Business Agility

• Table #2: Marianne Bailey, Deputy CIO for Cybersecurity, Department of Defense Topic: From the Boardroom to the Loading Dock, Getting Everyone in the Game

Table #3: Josh Caplan, Executive, CACI International Inc.
 Topic: Platform Cyber: How to Defend (and Attack) Critical Platform Cyber Infrastructure — What Innovations Can Industry Provide to Government?"

Table #4: Edna Conway, CSO Global Value Chain, Cisco
 Topic: Securing the Value Chain: Managing the Third Party Ecosystem Threat

• Table #5: Matt DeVivo, Director of Communications, GRA Quantum Topic: Secure Communications Across the Enterprise

Table #6: Greg Dracon, Partner, .406 Ventures
 Topic: Quantifying your Security Posture: Where to Spend the Next Dollar

Table #7: Indu Kodukula, CISO, Intuit
 Topic: The Rise of Blockchain and Its Potential to Redefine Cybersecurity

• TABLE #8: Fred Kneip, CEO, CyberGRX

Topic: The Future of Third Party Security Risk Management

• Table #9: Val Mukherjee, Chairman & Founder, Cyber Future Foundation & Constituents
Topic: Bridging the C-to-D Gap: How Cyber and Digital have different perception and connotation.
How to bridge the gap at the C-Level

Table #10: Lamont Orange, CISO, Vista Consulting Group
 Topic: Securing the Channel: Social Engineering, Phishing and Workforce Awareness

Table #11: Paul Raines, CISO, United Nations Development Plan
 Topic: Ensuring Business Support for Cybersecurity Activities

• Table #12: Charlie Rice, VP Corporate Development, Symantec Topic: Behavioral Analytics: Balancing Cybersecurity Risk with Privacy

Table #13: Feris Rifai, CEO, Bay Dynamics
 Topic: Cyber Risk Dashboard for Executives and Board of Directors

 Table #14: Terry Roberts, INSA Cyber Council Co-Chair, President, Whitehawk Topic: Expectation of Privacy in the Digital Age

Table #15: Mark Sutton, CISO, Bain Capital
 Topic: Security Talent — How to Find It and Keep It

 Table #16: Major General Kevin Bradley, National Guard Assistant to USCYBERCOM and Guy Walsh, Strategic Initiatives, U.S. Cybercom

Topic: Securing Critical Infrastructure; Examining ongoing collaboration efforts across private, state and federal sector Cybersecurity collaboration



Networking Luncheon Table Hosts

A complete list of lunch table topics can be found on page 7.



JEFFREY ALTMAN-TABLE #1

Founder & CEO Auristor



MARIANNE BAILEY-TABLE #2

Deputy CIO for Cybersecurity Department of Defense



JOSH CAPLAN-TABLE #3

Cyber Business Development Executive CACI International Inc.



EDNA CONWAY-TABLE #4

CSO, Global Value Chain Cisco Systems, Inc.



MARK DEVIVO-TABLE #5

Director of Communications GRA Quantum



GREG DRACON-TABLE #6

Partner .406 Ventures



INDU KODUKULA-TABLE #7

CISO Intuit



FRED KNEIP-TABLE #8

CEO CyberGRX



VAL MUKHERJEE-TABLE #9

Chairman & Founder Cyber Future Foundation & Constituents



LAMONT ORANGE—TABLE #10

CISO Vista Consulting Group



PAUL RAINES—TABLE #11

CISO United Nations Development Plan



CHARLIE RICE—TABLE #12

VP Corporate Development Symantec



FERIS RIFAI—TABLE #13

CEO Bay Dynamics



TERRY ROBERTS—TABLE #14

INSA Cyber Council Co-Chair, President WHITEHAWK



MARK SUTTON-TABLE #15

CISO Bain Capital



MAJOR GENERAL KEVIN W. BRADLEY —TABLE #16

National Guard Assistant to the Commander, U.S. Cyber Command, Director, National Security Agency, and Chief Central Security Service



GUY WALSH-TABLE #16

Strategic Initiatives US Cybercom

1:20 PM - 2:00 PM

Why 9 out of 10 Cybersecurity Companies Fail, and Why 1 Succeeds

Abstract: Historically, 9 out of 10 startups fail. With the global need for Cybersecurity innovation growing exponentially, and more and more smart entrepreneurs bringing new, innovative products and services to the marketplace, why isn't Cybersecurity any different? This panel of experts from venture capital firms will share their scar tissue and discuss the challenges, roadblocks, and weaknesses they've witnessed as they've evaluated and helped build successful (and not so successful) cybersecurity companies in the current market.

Moderator:

Yanev Suissa. SineWave Ventures

Panelists:

- Sandeep Bhadra, Principal, Menlo Ventures
- Greg Dracon, Partner, .406 Ventures
- John M. Jack, Board Partner, Andreessen Horowitz

2:00 PM - 2:40 PM

Voice Privacy — Are you listening?

Abstract: Society is quickly moving from the keyboard as a primary input device to using our own voices. You will learn how voice enabled IoT is changing how we interact with our devices and the security and privacy concerns that go along with it. Join a panel of experts to discuss what this means to consumers and corporate enterprises. You will also learn about the Voice Privacy Alliance what they are doing to foster responsible innovation in this space.

Moderator:

• Joyce Brocaglia, CEO & Founder of the Executive Women's Forum

Panelists:

- Galina Datskovsky, CEO, Vaporstream
- Jenna McAuley, CISO, Mercer
- Lynn Terwoerds, Co-Founder of the Voice Privacy Alliance

2:40 PM - 2:55 PM

SINET Thinks Forward with Shawn Henry:

• Shawn Henry, President, CrowdStrike Services and CSO, CrowdStrike

The Emergence of Nation-States

Abstract: Recent media reports have suggested that network breaches by the Chinese government have subsided. What are the 'other' nation-state risks facing our networks, and how do we defend against them?

2:55 PM - 3:10 PM

Break

3:10 PM - 3:50 PM

Replacing Current Legacy Security Solutions With More Nimble and Innovative Products and Infrastructure

Abstract: The dynamics and velocity of Cyber attacks are driving the need for speed and different approaches in order to adequately protect one's systems and networks. Three of these approaches are:

- The old corporate debate of "buy" verse "build" is no longer a debate and is now a heavily influenced merger and acquisition market that necessitates the rapid integration of innovative solutions into a companies infrastructure.
- Replacing old legacy systems with nimble, easily integrated and innovative solutions that work seamlessly together in order to create more secure, safe, resilient and trusted operating systems.
- Going with the more traditional large security companies verse early stage start ups that can innovate faster and solve real problems better.

Listen to these change agents as they share that "old models" are not working and the innovative approaches they are implementing in order to lead change within their organization through the advancement of people, processes and technology.

Moderator:

• Jay Leek, CISO, Blackstone

Panelists:

- Roland Cloutier, CISO, ADP
- Jim Routh, CISO, Aetna
- Stephen Ward, CISO, TIAA

3:50 PM - 4:30 PM

Staying on Top of Emerging Threats with Emerging Security Technologies

Abstract: Staying on top of emerging security technology and trends can directly impact the way in which you secure your organization. With today's increasing threat vectors and well-funded and motivated bad actors, understanding these emerging technologies and how they could impact your organization is instrumental in staying ahead of the evolving threats.

This panel will explore new technologies in the wake of increasingly destructive attacks. They will touch on today's state of cyber threats, who the bad actors are and emerging technologies being built to combat these threats.

Moderator:

· Aimee Rhodes, CEO, Security Current

Panelist:

- Brian Lozada, CISO, Duff & Phelps
- John Masserini, CISO, MIAX Options
- Mike Molinaro, CISO, BioReference Labs

4:30 PM - 4:45 PM

SINET Thinks Forward with Feris Rifai:

• Feris Rifai, CEO, Bay Dynamics

Talking Value at Risk to Your Board of Directors

Abstract: Responsibility for the increasing risks posed by cyber threats to the enterprise has risen from the practitioners to executive management. To be relevant to this senior audience, CISOs need to quickly evolve from a focus on reactive one-off protective measures towards managing information security as an enterprise-wide risk, with all the rigor that goes with it. This enables CISOs to work with the board to make informed decisions in line with the desired risk appetite, while providing consistent guidance to the rest of the enterprise. Just like a CFO who provides and administers financial policies and procedures to all levels of the organization, it puts CISOs on a common footing with the rest of the their C-Suite peers to own risk along with the board, while making cyber risk management everybody's business.

4:45 PM - 5:25 PM

Communicating with the Board on Cybersecurity

Abstract: As companies advance their digital agenda, boards find themselves more and more concerned about cybersecurity. What is their role in making sure companies protect sensitive data? How do you make tradeoffs between managing risk and other critical business objectives? What metrics do you use— and how do you measure risk and progress in managing risk? How do you engage effectively on a critical— but sometimes arcane— issue. This panel will bring together CISOs and board members to discuss how to make cybersecurity an enabler of innovation and business advantage.

Moderator:

• James Kaplan, Partner, McKinsey & Company

Panelists:

- Charles Blauner, CISO, Citi
- Gary Greenfield, Board of Directors, Diebold
- Linda Levinson, Board Member, Hertz Corporation

5:25 PM - 5:30 PM

Closing Remarks

• Robert D. Rodriguez, Chairman & Founder, SINET

5:30 PM - 7:30 PM

SINET Connects: Networking Reception

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Speakers



SINET Speakers

Complete speaker bios can be found at http://www.security-innovation.org/innovation-summit_2016-Speakers.htm

SINET CHAIRMAN AND FOUNDER



ROBERT D. RODRIGUEZ

Chairman and Founder SINET

SPEAKERS



VALERIE ABEND

Managing Director, Head of the U.S. Cybersecurity Practice Promontory



MICHAEL ANTICO

Managing Director & Americas CISO BNP Paribas



RICH BAICH

CISO Wells Fargo Corp



MARIANNE BAILEY

Deputy CIO for Cybersecurity Department of Defense



SANDEEP BHADRA

Principal Menlo Ventures



CHARLES BLAUNER

Global Head of Information Security Citi Group



JOYCE BROCAGLIA

CEO Alta Associates, Inc.



ROLAND CLOUTIER

CISO ADP



EDNA CONWAY

CSO, Global Value Chain Cisco Systems, Inc.



GALINA DATSKOVSKY

CEO Vaporstream



JOAN DEMPSEY

Former Deputy Director of Central Intelligence & Executive VP Booz Allen Hamilton



GREG DRACON

Partner .406 Ventures



RICK GERITZ

CEO & Founder, LifeJourney, Chairman CyberMaryland



PATRICK GORMAN

Strategy & Product Development CyberGRX



GARY GREENFIELD

Board Member Diebold



DAVID HAHN

VP Corprate Information Security & Risk Hearst Corporation



ARLETTE HART

CISO FBI



SHAWN HENRY

President, CrowdStrike Services & CSO CrowdStrike



MICHAEL HIGGINS

CISO NBCUniversal, Inc.



JOHN JACK

Board Partner Andreessen Horowitz



JAMES KAPLAN

Partner
McKinsey & Company



JAMES KATAVOLOS

SVP, Citigroup Cyber Intelligence Center & INSA Financial Threats Task Force Co-Chair Citi



JAY LEEK

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CISO MIAX Options



DAVE MIHELCIC

CTO
Defense Information System Agency



MIKE MOLINARO

CISO BioReference Labs



JENNA MCAULEY

CISO Mercer



CHRIS OLSON

CEO & Co-Founder The MediaTrust



DR. ANDY OZMENT

Assistant Secretary for Cybersecurity & Communications

Department of Homeland Security



AIMEE RHODES

CEO Security Current



CEO
Bay Dynamics



INSA Cyber Council Co-Chair & President WHITEHAWK

TERRY ROBERTS

ROBERT SILVERS

MYRNA SOTO



CSO AETNA

MICHAEL SMITH



Assistant Secretary for Cyber Policy
U.S. Department of Homeland Security



SVP Advertising & Revenue Platforms Hearst Corporation



Corporate SVP & Global CISO Comcast



YANEV SUISSA

Founder SineWave Ventures



HUSSEIN SYED

CISO Barnabas Health



LYNN TERWOERDS

Co-Founder The Voice Privacy Alliance



PHIL VENABLES

CIRO Goldman Sachs



STEPHEN WARD

CISO TIAA

SINET Mission



Advance innovation and enable global collaboration between the public and private sectors to defeat Cybersecurity threats.

ABOUT SINET

SINET is a "super connector." We provide a series of platforms for the business of Cybersecurity to take place within the global ecosystem of the entrepreneur including venture capital, investment banking, system integration, academia, science, legal, policy, and industry as well as Government intelligence, military and civilian departments and agencies.

Our programs consistently attract the highest level of international industry and government executives. SINET is well known for our coveted and unparalleled networking opportunities.

Learn more at www.security-innovation.org

COMMUNITY BUILDING

SINET—where the business of Cybersecurity takes place—builds communities of interest and trust, connects thought leaders in government and industry with builders, buyers, researchers and investors across the international security domain with the goal of promoting and advancing Cybersecurity innovation. We are passionate about our mission and strive to build a community that engenders a sense of common duty, purpose and commitment to protect our critical infrastructure and help to preserve economic stability.

Join our community and participate in our mutually beneficial, trust-based approach that connects the ecosystem of the entrepreneur, increases business opportunities and advances Cybersecurity innovation.

Join the SINET community at www.security-innovation.org/community.htm

MEMBERSHIP

The SINET Innovation Summit is just one of the many resources available to the SINET community. By becoming a member, you will gain access to additional benefits and discounted services that can take your company to the next level. Many of your peers have already discovered that SINET is the Cybersecurity "super connector" that enables them to exchange knowledge, learn from industry experts, advance innovation, and build networks with investors, entrepreneurs, government agencies, military, corporate enterprises and more.

Together, we can make a difference. **Become a SINET member** and help contribute to our mission of advancing the business of Cyber.

To learn more about membership contact Janice Mawson at membership@security-innovation.org



Upcoming SINET Programs

SINET61 2016—Sydney, Australia Supported by Data61

September 13 & 14, 2016 Australian Technology Park

Our Objective:

This program brings together disparate industry leaders, investors, researchers, and governments to create a global Cybersecurity network that will support the national strategy for Australia's Cybersecurity industry to become the Asia Pacific and International leader to attract investment and global commerce.

Agenda Topics and Takeaways:

- CISOs That Take Risks in Order to Manage Risks
- Cybersecurity's Strategic Importance to Australia's Future
- Top Critical Needs & Requirements The Frontiers of Cyber Innovation
- Where Do we see R & D in the Next Five Years
- Merger & Acquisition Activity
- Establishing an Industry Led Cybersecurity Growth Centre

Take Networking to the Next Level and connect with a broad range of executive level members, speakers, sponsors and participants with over 7 hours of networking built in.

- Australian Government Venture Capital
- Entrepreneur Investment Banking
- System Integration Academia
- Industry Policy & Law

Showcase 2016—Washington D.C. "Highlighting and Advancing Innovation"

November 2 & 3, 2016 The National Press Club

SINET Showcase provides a platform to identify and highlight "best-of-class" security companies that are addressing industry and government's most pressing needs and requirements. The chosen SINET 16 Innovators present their technological solutions to representatives from the ecosystem of the entrepreneur: venture capital, investment banking, system integration, academia, science, legal, policy, private industry and executives from the Federal Government, including civilian, intelligence and military professionals. Showcase's objective is to increase awareness of innovative solutions that may lead to an investment in, or the purchase of, advanced technologies that will help secure our nation's critical infrastructure and command-and-control systems.

SINET Global Institute—CISO Series

January 11 & 12, 2017—Invitation Only
The Four Seasons Hotel, Scottsdale At Troon North

SINET is hosting their third Global Institute CISO Series workshop in Scottsdale, Arizona.

Designed by CISO/CIRO/CSOs from Fortune 500, FTSE 100, TSX 100 and ASX 100 level corporations who develop the content and structure for a thought leadership discussion on *How Cyber is Driving the New Board Perspective on Enterprise Risk Management*. This invite only workshop will also take place in Vail, Colorado in the Fall of 2017 and centers around enhancing a better understanding and communications between CISOs and their Board of Directors. Presentations and discussions will be on; what are the challenges that BODs are placing on security and risk executives and how are they managing and communicating today's enterprise and organizational risks. This workshop is invitation only.

IT Security Entrepreneurs Forum 2017

March 28 & 29, 2017 Computer History Museum, Silicon Valley

ITSEF is our flagship event designed to bridge the gap between the Federal Government, Silicon Valley and other centers of innovation. The Forum provides a venue where entrepreneurs can interface directly with top government agency and industry officials. SINET consistently attracts the world's top Cybersecurity professionals to participate each year.

SINET presents The Global Cybersecurity Innovation Summit 2017

Supported by Her Majesty's Government & US Department of Homeland Security, Science & Technology Directorate

May 16 & 17, 2017 The British Museum, London

The Global Cybersecurity Innovation Summit objective is to advance innovation and the growth of the Cybersecurity sector by providing a platform for Cybersecurity businesses, particularly Small and Medium Enterprises (SMEs), to connect with key UK, US, and International decision makers, system integrators, investors, Government policy makers, academia and other influential business executives. Last year's event sold out. Register early to secure your spot.



