Cybersecurity – What Every CEO Should Know

Presented by
David Johnson
September 28th, 2021

> Latest Cybersecurity Events

> What's at Risk?

> Cybersecurity Challenges for CEOs

> 3 Things You Can Do NOW

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iTunes Gift Card Scam Email

Reply   Reply All   Forward   IM

Thu 5/18/2017 10:53 AM

My CEO <scammer@gmail.com>

Urgent Request

I need 12 Apple iTunes gift cards for a special recognition. Get $100 cards.
You might not be able to get all in one store, you can get them from
different stores. When you get the cards, Scratch out the back to reveal the
card codes, and email me the codes. How soon can you get that done? Its Urgent.

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Ransomware Attacks

Latest Cybersecurity Events

ars TECHNICA   BIZ & IT   TECH   SCIENCE   POLICY   CARS   GAMING & CULTURE
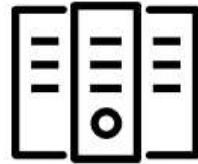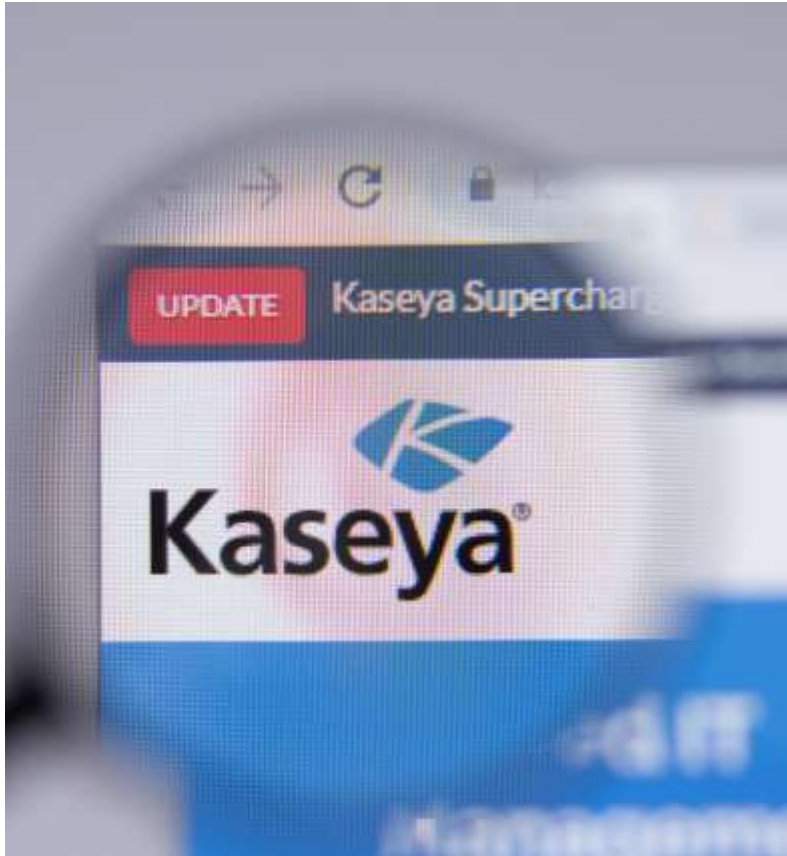
A NEW LOW —

Ransomware crooks threaten to ID informants if cops don't pay up

The FBI is investigating claim hackers obtained 250GB of police department data.

DAN GOODIN - 4/28/2021, 7:04 AM

Kaseya Ransomware Attacks

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What's at Risk?

> Downtime

> Loss of Revenue

> Reputation & Public Confidence

> Cost of Recovery

NATIONAL SECURITY

What We Know About The Ransomware Attack On A Critical U.S. Pipeline

May 10, 2021 · 9:30 AM ET

SCOTT NEUMAN

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Cybersecurity Challenges for CEOs

> SMB CEOs – "Cybersecurity is the responsibility of IT"

> Internal IT & 3rd Party IT Outsourcing/MSPs are NOT cybersecurity experts

> Employees are still the weakest link

> Proliferation of IoT Devices

> Lack of Policy & Procedure

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3 Things Every CEO Should Do NOW

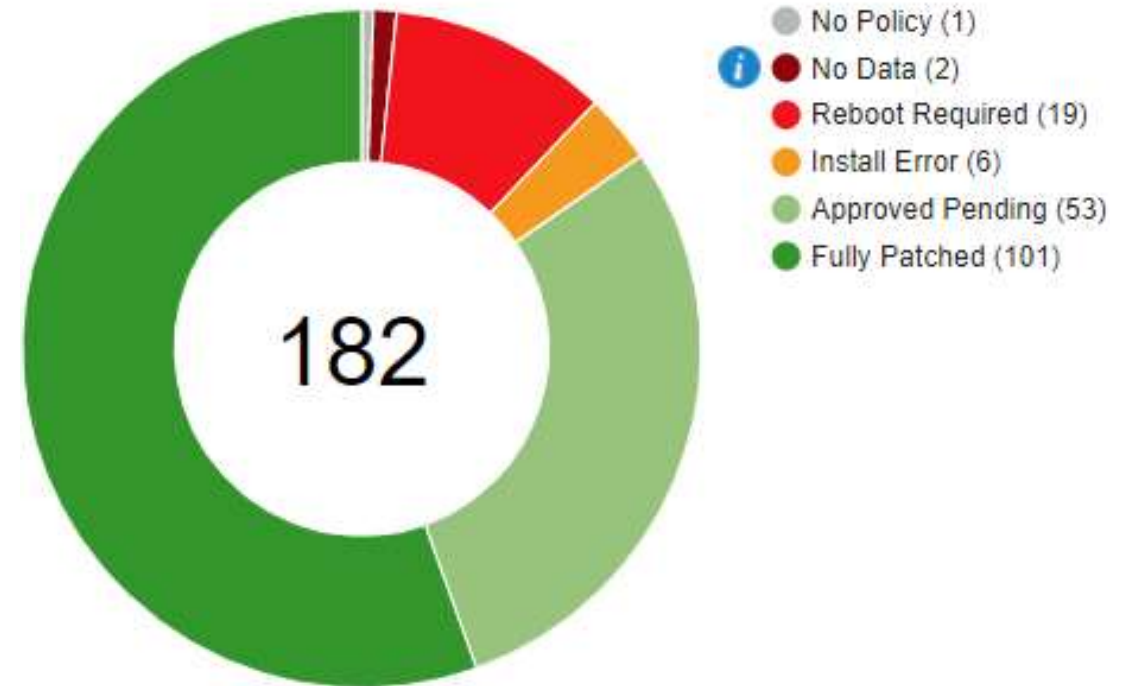> **Step 1 – Be the Leader that Embraces Cybersecurity**

- Educate Yourself
  - What are the Threats & Risks?
  - Do I have any compliance requirements?
- Make Cybersecurity a Priority
  - Put Your Money Where Your Mouth Is
- Buy the Right Cyber Insurance
- Lead by Example – Follow the Same IT Policies & Procedures as Everyone Else
- Require Your Team to Perform Annual Disaster Recovery and Incident Response Plan Testing
- Give IT a Seat at the Executive Table

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> Step 2 – Verify Basic Cybersecurity Tools are in Place

- Windows Patching w/reporting

- Centrally Managed Antivirus w/reporting

- Only allow corporate-owned devices

- End User Security Awareness Training w/reporting

- Next Gen Firewalls w/reporting

- Microsoft 365 subscriptions

- Disk Encryption for mobile devices w/reporting

- Asset Tracking w/reporting

- Multi-Factor Authentication for Windows, Email, & Cloud

- Off-Site Disaster Recovery

Legend:
- No Policy (1)
- No Data (2)
- Reboot Required (19)
- Install Error (6)
- Approved Pending (53)
- Fully Patched (101)

Center: 182

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3 Things Every CEO Should Do NOW

> Step 3 – Get to Know Advanced Cybersecurity

- Endpoint Detection & Response

- Managed Detection & Response

- MFA Tokens

- Regular Penetration/Vulnerability Assessments

- Ransomware Protection

Summary

What Every CEO Should Know About Cybersecurity - Summary

> Cybersecurity threats and attacks are increasing in quantity AND impact

> There's a LOT at Risk – downtime, loss of revenue, cost of recovery

> SMB CEOs have to overcome challenges – Top Down leadership, internal IT aren't cybersecurity experts, employees are the weakest link

> Step 1 – Be the CEO that embraces cybersecurity

> Step 2 – Make sure your SMB has the cybersecurity basics down

> Step 3 – Get to know Advanced cybersecurity tool

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> Any questions?

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