



**Title: Removing the Uncertainty and Doubt (but not the Fear) from Information Risk Management**

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**Short Abstract:** For years, public and private organizations have based information risk management methodologies on fear, uncertainty and doubt (FUD), knee jerk reactions to compliance mandates such as GLBA, HIPAA, FISMA, SoX and PCI, and security industry risk models that have little to do with the way the rest of the organization measures risk, and prioritizes risk management activities. The end result from the implementation of these models has not been stellar, with many successful attacks from state-sponsored and organized crime elements. CFOs, Risk Management Officers, Internal Audit Directors, and CISOs need information risk management approaches that align with cyber warfare doctrine and priorities and internal business risk models: i.e., discretely measuring the criticality/sensitivity impact of loss of an information asset against the probability/likelihood that tangible costs actually will be incurred by the organization due to the exploitability of a specific asset. During this session, Mr. Yoran will describe the problems with current risk management approaches, and outline a new organizational model that provides a methodology to assess, measure and manage information risk quantitatively across the enterprise. Using case studies from the financial services sector and government sectors, Mr. Yoran discusses how this model will allow organizations to discover critical and sensitive enterprise data most at risk, prioritize risk remediation and acceptance activities, and focus risk management resources on the necessary work that creates the highest risk reduction return on investment (R<sup>3</sup>OI).

**Speaker Bio:** Amit Yoran serves as the Chairman and CEO of NetWitness Corporation, a leading provider of network security analytic products. Prior to NetWitness he was Director of the National Cyber Security Division at the Department of Homeland Security, and as CEO and advisor to In-Q-Tel, the venture capital arm of the CIA. Formerly Mr Yoran served as the Vice President of Worldwide Managed Security Services at the Symantec Corporation. Mr. Yoran was the co-founder of Ripstech, a market leading IT security company, and served as its CEO until the company was acquired by Symantec in 2002. He formerly served an officer in the United States Air Force in the Department of Defense's Computer Emergency Response Team. Mr Yoran serves as an independent director on the boards of several innovative security technology companies Boards, including; Guardium, Digital Sandbox, and IronKey. He previously served on the board of Cyota until the company's acquisition by RSA in 2006, Guidance Software (GUID) through the company's successful IPO in 2007 and as an advisor to Intruvert Networks until the company's acquisition by McAfee in 2003. Mr. Yoran received a Master of Science degree from the George Washington University and Bachelor of Science from the United States Military Academy at West Point. Mr. Yoran serves as a commissioner on the CSIS Commission on Cyber Security for the 44th Presidency and numerous other industry advisory bodies. Mr. Yoran has appeared on numerous national television and radio programs, has been quoted extensively in the global press, and also speaks regularly at conferences and seminars.