

# Marc Goodman

## Speaking Topics

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### Security in a Connected World

A huge proponent of technology, Marc Goodman knows that the positive aspects of the Internet are manifest. But as one of the world's leading authorities on global security, he also recognizes that when it comes to technology, the increased scale of influence can be used both for good and for ill. In a global society run by computers, whoever controls the computer code can control the world. Every day we connect more and more devices to the Internet, ranging from laptops and mobile phones, to critical infrastructures including financial systems and electrical grids. We trust what our screens tell us, but all technologies can be hacked to provide a stealth window direct into an unsuspecting user's home, office, family, or social life. In this eye-opening talk, Goodman provides access to his deep insights about the future of technology and where the next threats will come from, along with the preventative measures we need to take before it's too late.

### The Future of Financial Crime

Financial fraud is on the rise and transnational criminal networks are innovating more quickly than business and government can keep up. The result: fraud on a mass scale across all sectors. In this lecture, Marc Goodman will explain how technologies are being leveraged to create vast networks of fraudulent identities and shell accounts. He will share the latest intelligence on criminal tradecraft in the world of financial crime, including a thought-provoking analysis of what industry must do to prevent mass damage to their business moving forward.

### Building an Organizational Culture of Cybersecurity

Every day in the news there is story after story a major cyberattack. According to Juniper Research, businesses around the world will lose nearly \$2 trillion dollars to

data breaches by the year 2019. Most companies respond to these rapidly emerging threats by spending increasing sums on technology—firewalls, intrusion detection systems and the like—but technology alone will never eliminate cyber security risk without considering human factors. According to IBM Security, 95% of security incidents involve human error and employees may unwittingly be putting their organization at increased cyber risk. In this highly engaging and humorous presentation, Marc Goodman explains how to take your weakest link and turn it into your greatest strength. A vigilant and informed workforce can vastly improve your company's cybersecurity and a human firewall must be a top priority. Goodman will teach your employees to protect themselves, so that they can protect you. Creating a culture of cybersecurity may be the single most important step you can take to protect yourself and your company from the drastic increase in global cyber attacks. After all, cybersecurity not a department, it's an attitude. In this talk Marc Goodman will show you how to get there.

## Security & Privacy in Medicine and Healthcare

Increasingly technology is being integrated into every aspect of medicine and healthcare. These fast-paced advances in science hold phenomenal opportunities to cure disease and diminish human suffering. But what happens when medical devices, medical records, and even the human body itself is hacked by a vibrant network of organized criminals? In this lecture, Marc Goodman presents a compelling overview of the latest criminal tradecraft affecting the healthcare industry and looks at how practitioners and patients can ensure technology continues to heal rather than harm.

## The Need for Cyber Executive Protection

What is your cyber risk profile? What do you look like to the outside world? As a twenty-first century security Sherpa, Marc will lead you on an eye-opening journey of the realities and risks in our cyber-connected, technologically laden world.

Technology pervades our life. Most of us would be lost without our smartphones, iPads, laptops, Tivos, digital cameras, GPS navigation devices, Facebook, Twitter, and Skype. While these tools can be of great utility, they also harbor an often ignored risk: the capability to threaten one's business, finances, and family. All technologies can be hacked to provide a stealth window and an open door direct into an unsuspecting user's home, office, family, or social life. As executives travel the world with their business plans, intellectual property, latest board minutes, and acquisition strategies stored on a panoply of electronic devices, sophisticated adversaries pose a persistent threat ready to steal the data of their choosing.

It is possible for an adversary to remotely turn on your laptop or smartphone's microphone, and video camera, while simultaneously disabling the green "on" light. Your mobile phone leaks out your location 24 hours a day, and from this information a sophisticated pattern of your activities and associates can be aggregated and profiled. Your spouse or children could be readily targeted in social networking sites, and even extorted, as a means of getting to you and your business activities.

Perpetrators are no longer simply teenage hackers, but also sophisticated transnational organized crime groups, highly-effective nation states, and corporate competitors—each seeking to gather as much cyber intelligence on you as you will unwittingly allow. In this fascinating talk, Marc provides both strategy and tactics for executives to manage and mitigate risk in our interconnected world.

## Lessons in Innovation from the Criminal Underground

This presentation draws surprising conclusions about what legitimate businesses can learn from international organized crime—a two trillion dollar a year industry. Global criminals have become sophisticated managers of technology and talent. While businesses around the world are struggling to keep up in the era of big data, international organized crime is masterfully exploiting these opportunities. This lecture takes a look at the lessons to be learned from the "early adopters" in the criminal underground.

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# A Dynamic Duo: How IT and HR Can Secure a Company from Cyber Threats

In most companies, the department charged with cyber security issues is the IT department. While technical solutions, policies, and procedures play a large part in keeping a company safe, they alone will never be able to secure a company from security breaches. The key to cybersecurity is the attitude and training of employees—and it is here that HR professionals have a vital role to play. In this talk, Marc Goodman will open human resource managers' eyes to the people problem behind cyber risk and outline the key strategies that HR managers must employ to create a cyber-savvy workplace. Topics to be covered include background check policies and procedures, the importance of social media policies for all employees, and the need to immediately secure access to company systems after an employee leaves an organization. Other topics that Goodman can address as part of this informative talk are the risks of workplace cyber-bullying and the cost it can bear for companies as well as ways to hire and train the best cybersecurity talents in an increasingly competitive marketplace.

Using case studies from across various industries and relevant research findings, Goodman motivates HR and IT professionals to work together and empowers them to maintain a more secure, and ultimately more productive and enjoyable work environment.