



Women in Security Special Interest Group Webinar Series

International Women's Day 2018

Driving Diversity of Thought in an Ever-Changing Cyber World

Moderator: Shira Rubinoff, President at SecureMySocial & PrimeTechPartners, Expert-Human Aspects of Cybersecurity, Cybersecurity & IoT Influencer

Panelists

Edna Conway, Chief Security Officer, Global Value Chain, Cisco Systems, Inc.

Wendy Betts, Vice President, Security Technology, Northern Trust

Corie Zordani, President, Cormark Group, Inc. Certified WBE

Thursday, March 08, 2018, 12:00 – 13:00 PM (Eastern)

Rapid-fire Cyber changes require a different approach - diversity of thought led by a diverse workforce. Given the changing cyber world we live in, where do you all see the CYBER world at in 2050 from a diversity and inclusion perspective? Where will the greatest opportunities exist for thought leaders and trailblazers? What can women and men do to launch or grow their CYBER careers in the interim? What calls to action to our practitioners, our employers, and our greater cyber community would you make?

Shira Rubinoff is a recognized Cybersecurity executive and influencer, who has built two Cybersecurity product companies, and led multiple women-in-technology efforts. She currently serves as President of social-media-security firm, SecureMySocial & President of NYC tech Incubator, Prime Tech Partners, as well as on the Boards of both the Executive Women's Forum for Information Security and Leading Women in Technology. An expert in the Human Factors of information technology and security, Ms. Rubinoff was named one of New Jersey's Best 50 Women in Business, was named by CSO Magazine as a Woman of Influence, and was honored by CSO and the EWF with their "One to Watch" award, and most recently was honored as an "Outstanding Woman in Infosec" by the CyberHub Summit. She has also been calculated by analysts to be one of the top 2 female Cybersecurity & IoT influencers globally on social media.



Before SecureMySocial, Ms. Rubinoff founded and served for a decade as President of online authentication vendor, Green Armor Solutions. Within a year of releasing products, she grew the company to be a profitable concern. She more than doubled average deal size annually for three years consecutively, successfully executed OEM deals with major technology companies, and led Green Armor's diversification across multiple industries. Ms. Rubinoff has also provided guidance to various firms in areas related to organizational dynamics, and has practiced as a psychologist. She has published and lectured on topics related to psychology, Cybersecurity and information security, and holds several patents/patents-pending in areas related to the application of psychology to improve information technology and Cybersecurity.

Edna Conway currently serves as Cisco's Chief Security Officer, Global Value Chain, creating clear strategies to deliver secure operating models for the digital economy. She has built new organizations delivering cyber security, compliance, risk management, sustainability and value chain transformation. She drives a comprehensive security architecture across Cisco's third-party ecosystem.



She is recognized domestically (US Presidential Commissions) and globally (NATO) as the developer of architectures delivering value chain security, sustainability and resiliency. Her insight is featured in a range of publications, analyst reports, and case studies, including Forbes, Fortune, Bloomberg, CIO Magazine and the Wall Street Journal. Recognition of her industry leadership includes membership in the Fortune Most Powerful Women community, and awards including: a Fed 100 Award, Stevie "Maverick of the Year Award," named a *Connected World Magazine* "Machine to Machine and IOT Trailblazer," an SC Media Reboot Leadership Award, and CSO of the Year Award at RSA.

Conway serves or has served on the company's Cyber-Security Board, Risk and Resiliency Operating Committee, Global Compliance Governance Committee and Eco Board. She also serves as an independent advisor on the Executive Advisory Boards of ADP, LLC (ADP – Nasdaq), privately held SecurityScorecard, Black Duck Software (acquired by SNPS - Nasdaq), Edge Velocity, PCM-G and the Commonwealth of Massachusetts' leading technology industry organization, MassTLC. Prior to Cisco, Conway was a partner in an international private legal practice and served as Assistant Attorney General for the State of New Hampshire.

Her work has been featured in a range of publications, analyst reports, and case studies some of which are referenced in her [LinkedIn](#) profile. Her discussions on key issues can be found on Conway's [Blog](#). Twitter: @Edna_Conway.

Wendy Betts is a Vice President of Security Technology at Northern Trust, where she manages the vulnerability management team. Wendy joined Northern Trust in 2010 and has managed several infrastructure teams, and led an initiative to stream line the ITIL Change Management process at the company. Prior to joining Northern Trust Wendy worked at other large corporations such



as IBM where she was a Product Portfolio Manager, and Hewitt Associates where she managed the storage infrastructure. Wendy is very active in the technology industry. She has been a member of the Storage Networking Industry Association (SNIA) for over ten years and was chair of the End User Council, as well as, a member of the Security Solutions Forum within SNIA for several years.

Wendy is a graduate of Northern Illinois University and Keller Graduate School of Management. Wendy is very community minded and has two main passions; one ensuring children are still exposed to Art in schools, and the other is encouraging high school girls to go into the technology field. She is on the board of Fifth House Ensemble, a musical ensemble which not only performs but does extensive work within the public-school system to expose children to music. She also volunteers as a mentor with Step Up Women's Network, a non-profit group working with underserved girls to assist them with the college application process.

Corie Zordani is President of Cormark Group, Inc., an IT Staffing Women's Business Enterprise that she formed in 2003. Cormark Group provides IT and InfoSec professionals to companies across all industries. Prior to that Corie worked for two IT consulting companies and previous positions included business development and senior account management. Corie started her career at Productivity Point International which provides certified and custom training in North America. Corie also mentors new account managers and recruiters providing career path guidance. She has over 25 years' experience in the IT arena cultivating and maintaining strong business relationships across a variety of industries and technologies. She earned a



Bachelor of Arts degree from Drake University and is also actively involved with fundraising for breast cancer charities as well as animal causes.

Location and Registration

The presentation will be remote and accessible virtually to our community members. Registration is available at the following location:

<https://attendee.gotowebinar.com/register/5941140001089459458?source=ISSA>

ISSA International Women in Security SIG Information

Mission. Connecting the World, One Cybersecurity Practitioner at a Time.

Vision. The WIS SIG is committed to developing women leaders globally, building a stronger cybersecurity community fabric, and enabling success across the globe.

Creating Leaders Together. ISSA WIS SIG embraces a spirit of collaboration within its organization and throughout the industry. We partner with organizations to provide leadership programs and services, and challenge these companies to create cybersecurity-oriented professional advancement opportunities for women.

Be BRAVE, Be BOLD, Own Your Future!

Join the Conversation at: **Twitter** (#ISSAWISSIG), LinkedIn, and Email: WISSIG@issa.org

ISSA WIS SIG PORTAL: <http://www.issa.org/members/group.aspx?id=107122>

Join the ISSA WIS SIG: https://www.issa.org/general/register_member_type.asp

ISSA International Infrastructure Hosting Partner



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