

HOW TO WIN IN THE CYBER FIGHT

SPEAKER: KEN BARNHART

Research shows that 2,200 organizations fall victim to cyber attacks every day, and global losses to cybercrime will exceed \$9.4 trillion in 2024. This scale of risk and asset compromise is profoundly changing the Small and Mid Market Business Executive landscape.

According to Gartner, 50% of C-suite leaders will have cyber risk related performance requirements tied to compensation by 2026.

This session provides a hard-hitting reality check regarding this issue and offers realistic strategies for addressing the risks of not having a Cybersecurity & Privacy Program.

This session will raise awareness of how CyberSecurity impacts key business functions like valuation, strategic planning, brand & reputation, sales & account management, human resources, business continuity, financial controls, legal, compliance, and risk management.

Ken will equip the audience with a straightforward framework for how to approach the large, complex, and dynamic challenge of CyberSecurity.



**CyberSecurity is a
strategic issue for the CEO.**

It is NOT a technical issue.

-Ken Barnhart

