



How to Make Your Organization a Hard(er) Target

Rosa L. Smothers & Perry Carpenter

SVP of Cyber Operations & Chief Evangelist and Strategy Officer



Rosa L. Smothers
SVP of Cyber Operations
KnowBe4, Inc.



Chief Evangelist & Strategy Officer
KnowBe4, Inc.

What We
Can't
Discuss...

TOP SECRET

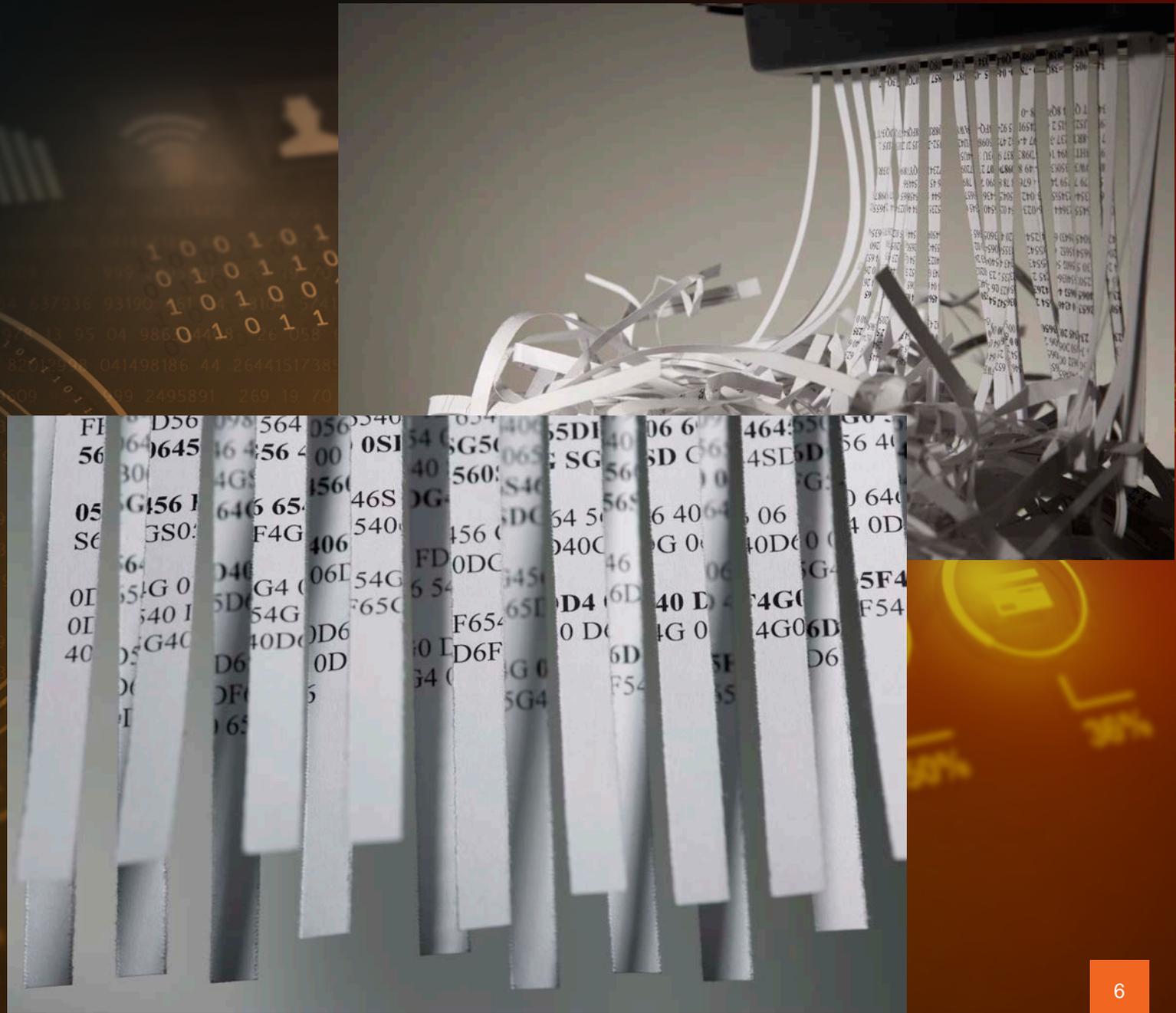
Maintain a “Healthy” Paranoia



Physical Security Options



Physical Security Fails



Working Smart, Not Hard



Easy Virtual Access



 **PASSWORD
HACKED**

Convenience Trumps Security



Think Like the Bad Guys: WHO is the Biggest ROI?



Ongoing Defense Requires Great Strategic Offense



Questions?

