

CACS 2017 CONFERENCE REPORT



The month of May saw ISACA put on its **North America CACS** (1–3 May in Las Vegas, Nevada, USA) and **EuroCACS** (29–31 May in Munich, Germany) conferences, providing attendees worldwide with leading insights on being professionals who are accelerating digital transformation in today’s technology-driven landscape. North America CACS 2017 set an attendance record for an ISACA conference with about 1,500 attendees. The following CACS Report captures many of the highlights from the educational, networking and social gatherings at both conferences. Enjoy!

NORTH AMERICA CACS 2017

KEYNOTE

Hard Problems and High ‘Edutainment’

Wearing his trademark Lego-block bow tie, Brent Bushnell urged 2017 North America CACS conference attendees to cultivate science, technology, creativity and art to solve the myriad hard problems in today’s world.

In a video-splashed keynote drawing on his experiences as roboticist, professional clown and CEO of Two Bit Circus, Bushnell said there are unending lists of global-scale hard problems. What is lacking, he noted, is “thinking creatively and thinking hard about this stuff,” a systems-thinking approach that draws on science and art.

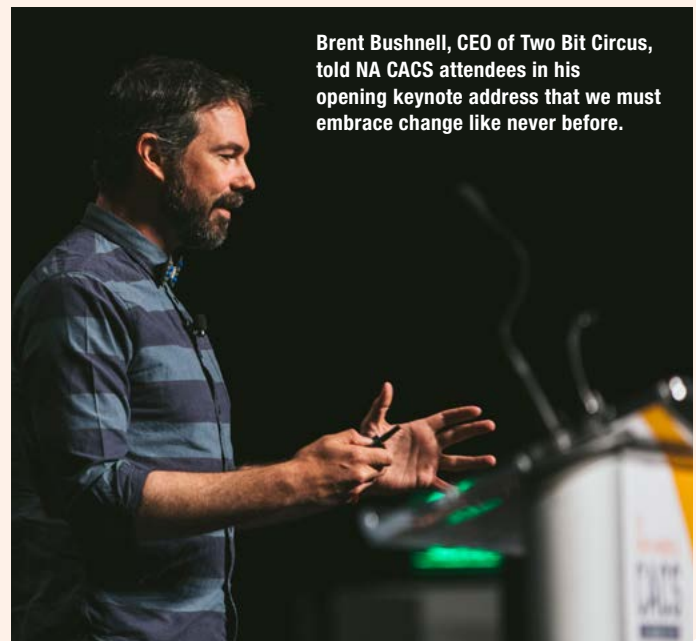
“The world needs you guys thinking super-creatively,” he implored, adding that inspiration and innovation develop inside learning.

Bushnell offered some principles and examples to describe his approach, among them, the need to “think like a hacker;” to aim for simplicity (“simple solutions are beautiful in their elegance”); to expand knowledge deep and wide (“specialization is for insects”); and to develop stories that thrive on emotion and real life.

He also highlighted the importance of cross-discipline teams in problem-solving, stimulating work environments, and cultivating a “deep bench of advisors.”

In what he called his most important message, Bushnell wrapped up his highly edutaining opener extolling the value of mentoring.

“Everybody should be a mentor, and a mentee. It will change your life.”



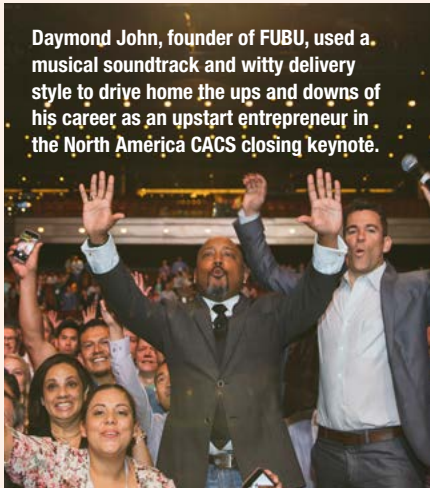
Brent Bushnell, CEO of Two Bit Circus, told NA CACS attendees in his opening keynote address that we must embrace change like never before.

NORTH AMERICA CACS 2017

KEYNOTE

Shark Points

Daymond John couldn't rap, couldn't dance, and couldn't produce. Yet, almost through sheer force of will, John carved out a prominent role in the hip hop industry that he revered.



Daymond John, founder of FUBU, used a musical soundtrack and witty delivery style to drive home the ups and downs of his career as an upstart entrepreneur in the North America CACS closing keynote.

John's unlikely FUBU hip hop clothing empire earned him acclaim as a creative and tenacious entrepreneur. These days, John is best known for his role on the TV series "Shark Tank," and he transferred that theme into "shark points" delivered to attendees of his closing keynote session at ISACA's North America CACS conference.

John's shark points—delivered with musical accompaniment and plenty of sharp-tongued wit—were:

1. Set a goal
2. Do your homework
3. Amor (remember the loved ones in your life)
4. Remember, you are the brand
5. Keep swimming

John referred to life as a series of pitches that requires vision and perseverance. Before making major life decisions, he encouraged the audience to "take inventory" of themselves—evaluating their strengths and weaknesses, priorities and the people with whom they choose to associate.

John credited technology professionals, such as those in attendance in Las Vegas, for enabling much of his professional success, calling them "my fellow sharks." He said those on the cutting edge of change, such as members of ISACA's professional community, are "the real heroes."

EUROCACS 2017

KEYNOTE

Lessons Learned from Google

Dan Cobby, a former managing director of Google in the UK and Ireland and current managing partner at FinTech, addressed in his EuroCACS opening keynote what the digital transformation requires from organizations. Based on his lessons learned at Google and approaches how to translate data into business success, he shared insights on ways organizations need to change their mindsets and strategies to take full advantage of new technologies like big data, analytics and artificial intelligence.

His experience so far: "We always overestimate the pace and impact of new technology in the short term but underestimate it in the long term."

Cobby gave seven recommendations on how companies should adapt their mindsets and strategies to become a successful digital enterprise:

- Have a clear, aligned mission
- Embrace learning through failure
- Be terrifyingly open
- Innovate 10x
- Give people real autonomy
- Use data, kill the hippo
- Cannibalize yourself

Besides the intense use and visualization of data, machine learning and AI to optimize everything from product recommendations to automated service query response, and the use of blockchain technology to improve the efficiency and security of financial processes, he emphasized the need to change the culture of management in companies. "Real autonomy" for employees is mandatory, Cobby explained. Empowerment and freedom of decision-making is crucial to be successful and "failure" is necessary to learn. He quoted Thomas Watson Sr., Founder of IBM: "The fastest way to succeed is to double your failure rate."



The necessity of innovation was his last big point: **"Invest 10% in crazy thinking, not revenue-driven, think big and in radical, 'moonshot' solutions. Cannibalize yourself."**

All of this is with one big goal in mind: **"To make the world a radically better place."**

NORTH AMERICA CACS 2017

Zen and the Art of Motorcycle Maintenance

Not every industry conference session starts with the banging of a gong, has an aura of frankincense permeating the room, is peppered with tunes from Jimi Hendrix to The Grateful Dead, and is led by a costume-changing SME, but “Zen and the Art of IT Risk Management” at North America CACS was that, and more.

Steve Bartolotta, VP and CISO, Community Health Network of CT, Inc., known by his team as ZenCISO Steve, imparted serious wisdom and experience to attendees who are beginning or underway with governance, risk management and compliance efforts. Although featured in his slides, Bartolotta did not directly cite lessons learned from “Zen and the Art of Motorcycle Maintenance,” by Robert M Pirsig, but it was clear it had inspired his work and life.

For Bartolotta, risk management is not a program but a journey of art, value and quality—without clutter that causes “bad karma.”

And to close his enlightened session, with strains of the Grateful Dead’s “Truckin” in the background, Bartolotta encouraged attendees to “Keep it Zenple,” and to take time to admire progress and accomplishment when an assessment cycle ends, or, as he put it—“Zazen your work.”

EUROCACS 2017

IoT & AI: New Threats and Mitigations

Social, mobile, analytics and cloud (SMAC) is a technology evolution, bringing transformation benefits for consumers and businesses at the expense of increased risk, Stephen Williamson highlighted in his EuroCACS presentation.

Security practices need to evolve to ensure a risk and reward balance. The aim is to keep pace with the fast-evolving threat landscape, introduced through the adoption of technologies such as the Internet of Things (IoT) and artificial intelligence.

“The technology is there now,” Williamson said. “The benefits are great, but we need to enable their use as safely as possible. We have less time than ever to respond to attacks, and it is increasingly more difficult to defend our systems.”

In today’s enterprises, everything is digital, and business processes and IT are closely linked together, so it’s impossible to distinguish any longer between the two worlds. “We are living in an information society,” he said.

Prevent, detect and respond is the strategy of choice. He referenced the Verizon Data Breach Investigations Report; according to the report, attackers can breach a system in minutes, but companies take weeks to discover they have been breached. So, rapid response is the only way to reduce losses and maintain the trust of customers and stakeholders.

Williamson emphasized a risk balance approach, since breaches and incidents are inevitable. Risk and security practitioners should therefore get comfortable with uncertainty, and learn and evolve their skills. This demands a new set of capabilities to put in place relevant controls, but “we don’t have the skill sets already in place that we need for tomorrow,” he said.



The Risk / Reward Balance



- A Risk Based approach - trade increased risk for transformational benefits:
 - Breaches and incidents are inevitable
- Risk and Security Practitioners should:
 - get comfortable with uncertainty
 - Accept, Learn and Evolve
- New Controls will follow behind innovation
- How high do we allow the stakes to go?
 - We still need Life Safety safeguards

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EUROCACS



EUROCACS 2017

The Art of War for IT Security

Tom Madsen, security advisor, Fort Consult, gave an overview of the areas of ancient Chinese military strategist Sun Tzu's "The Art of War" that are relevant for the modern defender in information and cyber security.

In his presentation at EuroCACS, he focused on threat intelligence and deception. For Madsen, these two topics are crucial when defending an ICT infrastructure.

"IT security is a grave concern for a company and must be thoroughly studied and prepared for," was his mission statement. "Have policies and procedures in place to react fast and efficiently." He emphasized the need to have a "signed and agreed strategy for handling IT security."

With cyber attacks based on deception, staying ahead of the threats impacting the overall business and employee training on all levels is critical, he said: "Practice, practice, practice, and regular trainings are crucial, since people are the weakest part in the security concept, followed by a poor or even non-existing patch management."

Increasing complexity is another challenge for security operations. Attack methods are becoming more sophisticated, and the attack surface is continually expanding with IoT and mobile devices.

Madsen's advice: "Attackers are agile, so we need to be agile as well. What we have in place to reduce our risks today may not work tomorrow."

NORTH AMERICA CACS 2017

IT Audit Leaders Forum Pinpoints In-demand Skills

Cloud computing, Internet of Things devices, robotics, blockchain, virtual reality, drones and a variety of mobile technologies are among the disruptive technologies mounting challenges for IT auditors.

How audit professionals must adapt to the shifting technology landscape was among the major topics discussed by about 50 participants in the IT Audit Leaders Forum, held during the North America CACS 2017 conference in Las Vegas.

Emerging technologies prompted participants to consider some of the new or enhanced skills auditors will need to develop over the next decade to thrive. Skills discussed included data analytics, data visualization, applying artificial intelligence to audit and third-party management.

The proliferation of IoT devices—and how they are being deployed by enterprises—raises concern for some audit leaders, who must determine how best to manage and mitigate the increased risk, as well as navigate new security and privacy considerations. The challenge is even more pronounced given that IoT security investment often lags behind the pace of expanding threats.

Some of the other focal points of the forum included:

- Cyber security and the audit plan, including scoping, skills/resources, frameworks and results reporting
- Cloud security and auditing the cloud
- How to deal with data and what should be audited
- GDPR readiness and other regulatory challenges



CACS POLL QUESTION:

“Do you think of yourself as a professional accelerating digital transformation, and if so, how?”

ISACA Board Chair Chris Dimitriadis and Board Director Rob Clyde opened EuroCACS and North America CACS by discussing what it means to be a professional accelerating digital transformation.

Whether new to the ranks of business technologists, or in the established senior leader ranks, Dimitriadis and Clyde encouraged attendees to use the conferences and ISACA's entire portfolio to transform themselves and their enterprises by adapting to challenges, using prior expertise to address future strategic decisions, and driving the changes that will fuel the workplace for many years to come.

The way that we implement technologies and with the applications that we use, we're able to streamline our processes and we're able to build metrics off of those to provide to the board of directors and to senior management so that they can make better business decisions overall.



Morgan Raimo
Information Security Senior
Consultant
Banner Health
Phoenix, Arizona, USA

Yes, I do, because we are in a day and age of data automation and analytics. We must adapt to the current technologies, and those in the future. We must build in controls to keep systems and information safe. We need to own the digital transformation.



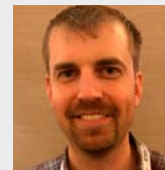
Bernard Akowuah
IT GRC Program Manager
American Transmission Company
Kenosha, Wisconsin, USA

Audit plays an essential role in the digital transformation. The pace of digital innovation and disruptive tendencies in all industries put great pressure on boards to implement immature technologies without effectively embedding security considerations into their internal control systems. As an IS auditor, I can positively support and influence the transformation process by thinking things through, pointing out risks and performing in-depth analysis to help identify the weaknesses that need to be fixed.



Dietmar Hinkel
Düsseldorf, Germany

When you have normalized data in the database, how do you get it there? Do you collect the data and transform it, or do you force the data to originally be normalized. That's where data analytics comes in, with algorithms. Data scientists are at the forefront of understanding the data and transforming that into a normalized data set that you can actually report on, visualize and audit.



Tim Jones
Auditor
Denver, Colorado, USA

Everybody is moving from servers to the cloud environment and using service providers. In my role, our organization will come to us and say 'Are we doing the right things here?' 'Do we have the right clauses in our contracts?' So, we don't implement it, but we're a trusted partner.



Andrew Gibson, CISA
IT Audit Manager
Washington, D.C., USA

To keep pace with inevitable digital transformation, organizations should be able to implement new business approaches, create a culture of openness to emerging technologies and to protect their vital information. My personal mission is to translate risk and security into business processes and vice versa to provide understanding of IT and security risks, and their impact on business, IT architecture and service delivery.



Ivanka Tiri Podoreški
Senior Risk Specialist
Erste Group Card Processor d.o.o.
Croatia

10 Must Have Skills for the 2020 CISO

Todd Fitzgerald, SVP and Chief Administrative Officer, Information Security and Technology Risk, Northern Trust, Chicago, shared his wisdom, advice and predictions for CISOs by 2020—if not before:

1. Understand what is important in the job description
2. Pay attention to external topics being discussed
3. Become a data breach expert—based on lessons learned by others
4. Prepare professionally for the next job change
5. Execute the essentials for a leading security program
6. Form relationships with all CXO stakeholders, and with various oversight committees
7. Know that [corporate] boards are becoming savvy and need more information on security risks and risk reduction
8. Grow ability to navigate reporting structures
9. Leverage technology to support new ways of working across generations
10. Know trends and how they impact your business.

... and, he added, CISOs should cultivate soft skills.

Top Cyber Risks and Real-world Lessons to Apply

In two popular sessions at EuroCACS, Raef Meeuwisse, director of CyberSimplicity, Ltd., shared cyber risks and rules for addressing cyber security that are relevant to all roles in the organization.



Top 10 Cyber Risks

In the *Top 10 Cyber Risks for 2017* session at EuroCACS, recent research reports and news articles were used to pull together a list of the potential threats expected to be most significant during 2017. This review of the top 10 cyber risks also considered what countermeasures were available so that participants could consider not only the inherent risks but also how far those risks might be mitigated. The primary takeaways were:

- The risk picture looks substantially worse for organizations that have still not implemented basic security measures such as prompt patch management.
- The threats are changing, with threats such as DDoS becoming much more powerful and far cheaper for attackers to use.
- Organizations taking a robust approach to their security would be unlikely to suffer any megabreach—but far too many organizations are still not following basic security hygiene practices.

Cybersecurity Exposed: The Cyber House Rules

Cybersecurity Exposed: The Cyber House Rules was a EuroCACS session about the real-world lessons captured from experience delivering CISO due diligence and top-level audits of cyber security. Meeuwisse distilled 32 rules from his experiences, which can all be read for free [here](#) using Amazon Look Inside. The main items to look for in any cyber security audit program were also presented. The primary takeaways included:

- Identifying the gaps and required actions in any cyber security function requires a consistent and comprehensive approach.
- The gaps are usually in the places that the existing management finds uncomfortable or more difficult to review—for example, items of value that are outside of the typical internal network.
- Information flows through systems like water flows through plumbing, so identifying what your information of value is and where it goes is essential to understanding where the security is required.

NORTH AMERICA CACS 2017

Australian Member Gerard Joseph Makes North America CACS an Annual Tradition



Australia resident and ISACA member Gerard Joseph has traveled extensively throughout the United States, as his visits to all 50 US states would attest.

One of Joseph's can't-miss US destinations is wherever ISACA's North America CACS conference is taking place.

Joseph has amassed some serious frequent flyer miles—and drawn his share of quizzical banter from fellow conference attendees—for what has become an annual tradition of trekking to North America CACS all the way from his home just outside Canberra, Australia.

“It does kick off the conversation quite nicely, and you can go from there,” Joseph said. “At the conferences, you're not just talking commercially, but you can mix it with the personal side of things. I guess coming from Australia, it does attract attention to some extent because of the distance. It just helps to cement a nice, easygoing relationship, even if it's just for a couple of minutes, to talk about where you've been and how much of the country you've seen.”

Joseph became an ISACA member in 2006 when he pursued the CISA certification, and, as he learned more about the depth of offerings at North America CACS, he decided it was well worth the time and financial investment to attend. Joseph has attended North America CACS each of the past four years, including the most recent gathering last month in Las Vegas.

Joseph, a consultant, is a registered security assessor under a program managed by an agency of the Australian Department of Defence. As his career unfolds, he has become intrigued to learn more about trends and best practices in audit and security. That, along with what he called “absolutely enthralling” speakers, quality networking opportunities and an array of exhibitors that “just help you to keep tabs on where the industry is going” has made him a North America CACS loyalist.

Along with work and travel, Joseph is passionate about history, classical movies and music, ballet and genealogy. His interests and travel experience supply him plenty of potential ice-breakers with fellow conference attendees, though he might have slightly less time on his hands at North America CACS 2018, set for 30 April – 2 May in Chicago, Illinois. As if making another overseas expedition to attend North America CACS doesn't convey enough dedication, Joseph has an eye on potentially making his debut as a conference presenter.

“Chicago will be my fifth NA CACS conference so I thought it was time to elevate my participation—and my overall profile in audit and security—by being part of the program,” Joseph said. “Of course, it depends on whether my proposal is accepted, but even if it isn't, I'll still enjoy the conference and the networking opportunities it presents.”

Visit the [ISACA Now](#) blog for more of Gerard Joseph's member story.

NORTH AMERICA CACS 2017



ISACA VP of Marketing and Communications Gary Van Prooyen speaks at North America CACS about the importance of today's governance professionals avoiding shortcuts, particularly given the proliferation of connected devices.



RIGHT: **Connecting Women Leaders in Technology** networking receptions took place at North America CACS (pictured) and EuroCACS. The program aims to expand opportunities for women in the tech workforce.



LEFT: **The Women's Leadership Council** met in Munich at the EuroCACS conference to further develop the Connecting Women Leaders in Technology program.

NORTH AMERICA CACS 2017

SOCIAL NETWORKING EVENT

Alchemy & Ale

The Alchemy & Ale social event provided North America CACS attendees a chance to mingle and enjoy live entertainment in Las Vegas.



EURO CACS 2017

SOCIAL NETWORKING EVENT

Bavarian Fest

Bavarian Fest at EuroCACS provided a true, lively Bavarian experience to attendees through authentic food, drink and music.



CACS Social Media Highlights

Brian Overman @bconerbo [Follow](#)

@brentbushnell absolutely killed the #NACACS keynote. inspiration comes during work, not before. Be a tinkerer #scienceisart #STEAM

LIKES 2

10:09 AM - 1 May 2017

Sean Edison-Albright @novelgazer [Follow](#)

Didn't expect to get inspired (or a little teary) at an infosec audit conference, but @brentbushnell pulled it off #nacacs

LIKE 1

10:17 AM - 1 May 2017

David Inaneishvili @MaestroD27 [Follow](#)

Thank You @ISACANews for #EuroCACS speaker and networking opportunity. A+++ to event organizers, special thanks for Bavarian hospitality!



LIKES 6

6:19 AM - 1 Jun 2017

Barr Advisory @barradvisory [Follow](#)

Thanks to #ISACA for a powerful conference on #security, #compliance, #risk & #IoT. Already looking forward to #Chicago @ISACANews #NACACS



RETWEETS 3 LIKES 5

12:36 PM - 4 May 2017

Kevin Cedeño @CedeSec [Follow](#)

#NACACS Closing event. Not a Goodbye... Just a see you next year! Thank #ISACA for bringing awesome people together.



LIKES 3

10:27 AM - 3 May 2017

Jeff Civillico @jeffcivillico [Follow](#)

What a way to end @ISACANews #NACACS! @TheSharkDaymond delivered an incredibly powerful closing keynote address... Safe trip home, everyone!



RETWEETS 4 LIKES 13

12:37 PM - 3 May 2017

Tichaona Zororo @TichaonaZororo [Follow](#)

#EuroCACS ISACA CEO @matllob talking about digital transformation and #ISACA community's increasing role.



RETWEETS 5 LIKES 5

2:36 AM - 31 May 2017

Joakim Craffack @JCraffack [Follow](#)

Let the party begin #EuroCACS



LIKES 4

10:40 AM - 30 May 2017



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karoscum The Westin Grand Mu... [Follow](#)

karoscum #Eurocacs Connecting Women Leaders in Technology event. #SheLeadsIT .. Teknoloji alanındaki kadın liderleri biraraya getiren etkinlikte İsveç chapterıyla birlikte.. kadın dayanışması, erkekler de destekcimiz.. 🙌

seydaaytan67 @karoscum Yakışır kardeşime 🙌

aysimwrt Helal olsunuuuuunnnn 🙌🙌🙌

tulayfb1907 🙌🙌🙌🙌🙌🙌🙌🙌

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Mourad Hajjouji @mouradhajjouji [Follow](#)

This week I was able to patch my brains with some new ISACA updates to address cyber security! #EuroCACS 🙌🙌🙌🙌🙌

8:44 AM - 31 May 2017