

Creating an Effective Fraud Awareness Program

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Professional Strategies – S13

Session Abstract

Protecting financial services accounts from criminals is a partnership between institutions and customers. Does your organization have a regular program to keep a fresh ongoing dialog with customers on security and fraud topics? The session topics will include

- Overview of regulatory expectations
- Discussion of relevant topics to be included in the program
- An approach to measure effectiveness
- Way to include social media in your awareness program

Target Audience

The target audience for this session includes anyone interested responsible for creating, maintaining or reviewing a customer awareness program.

Skill Level - Intermediate / Experienced

Profile – Information Security, Audit, Risk Management, Fraud Prevention, and Compliance professionals

Occupational Experience -

- IT Security, Audit, Risk, Fraud Prevention and Compliance Managers
- Business Managers and Channel Managers

COBIT Objectives or Processes

Speaker Bio

David Pollino is the fraud prevention officer for Bank of the West. Prior to joining Bank of the West he served as manager of Online Fraud Prevention Strategy and Analytics for Wells Fargo and Online Risk Officer for WaMu.com. He has a strong background in information security and combating online fraud. David is also an information security author and during his career he has worked as a security consultant at @stake, managed online risk as well as information security investigations and employee surveillance at Charles Schwab, and was a security architect at a tier 1 Internet Service Provider. David frequently speaks at security events and has frequently been quoted in the press on security issues in online and printed journals. David has authored such books as RSA Press: Wireless

security, The Hacker's Challenge Books 1, 2 and 3, and Hacking Exposed: Wireless.

Speaker Details (optional):

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