

**Cyber Risk - What is actually means and how to ignore  
the buzz**

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Professional Strategies – S33

**Session Abstract**

This session will focus on issues surrounding the rapidly evolving landscape of data security, cyber threats and evaluation of risk. As technology continues to advance at breakneck pace, where the bleeding edge and even mundane uses of new technology capabilities often seem in direct conflict with prudence, we will examine - and sometimes question - common paradigms. With the sphere of control boundaries over company assets expanding constantly while at the same time getting ever more decentralized, how do we think in terms of data control? How can we understand where risk truly lies and how assess it?

**Target Audience**

**COBIT Objectives or Processes**

**Speaker Bio**

Barak Engel is a security and compliance expert and evangelist with over 25 years of experience in security and networking. Before founding EAmune in 2003, Barak started, developed, and managed the security department at WebEx Communications (now a part of Cisco Systems, Inc.). At Webex, he worked with Fortune 500 customers to address their security needs, which became a critical component of their business. Barak was also co-founder of Adhere, serving as COO and CTO, managed Digital Island's customer network engineering team, and was Chief Network Architect and Business Analyst at Netvision, Israel's largest ISP. Utilizing his extensive "in the trenches" experience to guide established and growing companies build and maintain their security and compliance programs is Barak's current mission as President of EAmune.

**Speaker Details (optional):**

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