



**RSA EXECUTIVE EDITION**

# **RSA Conference 2020 Highlights and Insights**

Video Interviews, News, Photos and More From the ISMG Team

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# RSA President Rohit Ghai on 'The Human Element'

## CISOs Need to Share Their Success Stories

BY SCOTT FERGUSON | [@Ferguson\\_Writes](#)

While the cybersecurity industry has increasingly focused on the roles artificial intelligence and machine learning can play in thwarting attacks, the humans behind the algorithms remain both points of strength and weakness, says RSA President **Rohit Ghai**, who kicked off the Tuesday keynote presentations at the RSA 2020 conference in San Francisco.

Data breaches and cyberattacks create headlines and drive stories of security incompetence, irrespective of all the times when cybersecurity professionals help thwart or mitigate these incidents, Ghai says. That's one reason the theme of the conference is "The Human Element."

Ghai offered lessons learned from the 2018 ransomware attack against Atlanta, which ended up paying over \$17 million for clean-up and recovery after deciding not to give into the demand of the attackers, who had originally demanded a ransom of \$51,000 in bitcoin to unlock the systems.

“When we deny the attackers  
financial gain, they lose.”

*Rohit Ghai,  
President, RSA*



RSA President on stage at RSAC2020 during a Keynote Presentation



**“Yes, we need to educate the users, but it is time to invite IT to our story as primary characters acting as the first line of defense.”**

*Rohit Ghai,  
President, RSA*

Ghai says the important point to remember is that that the attackers did not achieve their financial goals, and the city, in turn, implemented better back-up and recovery systems.

"We don't have to win for the attackers to lose," Ghai says. "When we deny the attackers financial gain, they lose, since 70 percent of them are financially motivated. ... In response to the attack, the city built a robust business continuity plan as part of their integrated risk management program. They realized that winning is not avoiding cyberattacks but business resiliency."

Ghai also addressed the expansion of the attack surface as a result of creating applications that do not take security into consideration during the development and production phases. This issue has been magnified by the growing use of cloud-based technologies, such as containers, microservices and open source orchestration tools.

"Yes, we need to continue to educate the users, but it is time to invite IT to our story as primary characters acting as the first line of defense," Ghai says. "This is especially true in the world of edge computing, where this is pervasive, and the advent of DevOps, where the speed of software development is increased along with vulnerabilities."

## VIDEO INTERVIEW



### Rohit Ghai Opens Up on Digital Risk Management, RSA's Future

As RSAC 2020 neared its close, RSA President Rohit Ghai visited ISMG Studios to discuss the event theme, "The Human Element," as well as digital risk management and the pending sale of RSA.

In a video interview at RSA Conference 2020, Ghai discusses:

- The importance of the focus on the human element;
- Why organizations must reorganize their defenses;
- RSA's outlook for 2020 and beyond.

[WATCH ONLINE](#)



Zulfikar Ramzan,  
CTO,  
RSA

## RSA's Zulfikar Ramzan on Quantum and Crypto

### CTO Tackles Top Cyber Trends and Projects the 'Data Decade'

True or False: Quantum computing will break cryptography as we know it today? RSA CTO Zulfikar Ramzan shares his thoughts and opens up on the trends he sees driving the cybersecurity marketplace in the decade ahead.

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“It's a good problem to be focused on right now, but the sky is not yet falling.”

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In a video interview at RSA Conference 2020, Ramzan discusses:

- His vision of the cybersecurity market over the next 3-5 years;
- How AI and ML can change the role of security;
- How he defines the "data decade."

WATCH ONLINE





Art Coviello,  
Partner,  
Rally Ventures

## Art Coviello on CISOs and the Board

Ex-RSA CEO on What the Board, Senior Management Need to Hear

Art Coviello, a partner at Rally Ventures and former CEO of RSA, recently met with a group of CISOs on the topic of presenting to the board. He was surprised - and not in a good way - at what he heard. Here are his tips for talking cybersecurity with senior business leaders.

In a video interview at RSA Conference 2020, Coviello discusses:

- Where CISOs are falling short in communication;
- Threat trends in the marketplace;
- Technologies he's eyeing as an investor.

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“It's amazing how much CISOs and board members talk past one another. Part of the problem is board members don't understand technology as much as they should.”

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Holly Rollo,  
Chief Marketing Officer,  
RSA



Emily Rollo,  
Account Executive,  
Okta

## Bridging the Cybersecurity Generation Gap

### RSA CMO Holly Rollo and Daughter on Diversity, Growing the Field

RSA CMO Holly Rollo and her adult daughter Emily find themselves in a unique position: They work at competing cybersecurity vendors. The Rollos open up on their backgrounds, careers and how the cybersecurity sector can grow through greater diversity.

In a video interview at RSA Conference 2020, the Rollos discuss:

- Their career paths;
- How to recruit new talent to cybersecurity;
- The tie between diversity and RSA Conference's "Human Element" theme.

WATCH ONLINE

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“The problem of CISO burnout is not going to get any better unless we bring in a more diverse workforce and a younger workforce.”

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Holly Rollo,  
Chief Marketing Officer, RSA

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Ben Smith,  
*Field Chief Technology Officer (US),*  
RSA

## RSA's Ben Smith: State of Digital Risk Management

### Organization's Field CTO on Third-Party Risk, Privacy and Cloud Security

For the past year-plus, RSA and ISMG have teamed up for a series of North American cybersecurity roundtables dedicated to digital risk management. RSA's Ben Smith shares highlights of discussions about third-party risk, privacy and multi-cloud transformation.

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“Organizations that have poor visibility into ... the supply chain are those that are going to be most at risk of a potential breach.”

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In a video interview at RSA Conference 2020, Smith discusses:

- How digital risk management has evolved;
- New views on vendor risk and cloud security;
- Why the California Consumer Privacy Act has ignited such debate about the roles of privacy and security.

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Left: ISMG's Tom Field (right) with Holly Rollo (left) of RSA, and Emily Rollo (center) of Okta; below: RSA's Ben Smith during an interview in broadcast alley.



Above: Art Coviello offers tips to CISOs at RSA Conference 2020; Right: ISMG's Tom Field (right) with RSA's Zulfikar Ramzan.





## About ISMG

Information Security Media Group (ISMG) is the world's largest media organisation devoted solely to information security and risk management. Each of our 28 media properties provides education, research and news that is specifically tailored to key vertical sectors including banking, healthcare and the public sector; geographies from North America to Southeast Asia; and topics such as data breach prevention, cyber risk assessment and fraud. Our annual global Summit series connects senior security professionals with industry thought leaders to find actionable solutions for pressing cybersecurity challenges.

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