Breakout Session I

10:20AM - 11:30AM

Jon Clay

Director: Global Threat Communications, *Trend Micro*

How Cybercriminals Target All Organizations

The ranks of cybercriminals are growing every day as it is becoming easier and more profitable to target businesses with ransomware and business email compromise attacks. In this presentation you will learn the tools, tactics and procedures (TTPs) used by threat actors to target businesses of all sizes including the different actor types, their motivations, and what data assets they're targeting. Finally, you will be given a number of ways to help minimize your organization's risk of being compromised.

Jon Clay is responsible for managing marketing messages and external publication of all the threat research and intelligence within Trend Micro as well different core technologies. As an accomplished public speaker with hundreds of speaking sessions around the globe, Jon focuses on the threat landscape and the use of big data in protecting against today's sophisticated threats. Jon has held roles within Trend Micro as a Sales Engineer, Sales Engineering Manager, Training Manager and Product Marketing Manager for SMB prior to taking over as Director of Global Threat Communications. Jon is also a volunteer speaker for the Trend Micro Internet Safety for Kids and Families program. This experience has given him a broad technical background and understanding of the security requirements of businesses as well as an excellent understanding of the threat landscape. In his spare time he enjoys fly fishing & fly tying, golf, tennis, and spending time with his family.

Experience: 20+ years in cybersecurity, 30+ in technology

Specialty: Cyber threat landscape and advanced detection technologies

Education: BS, Electrical Engineering w/ emphasis on Computer Engineering, Michigan State University

"The threats today are unique for each victim and move from endpoint to data center, and as such organizations need to shift the paradigm of multiple vendors to a single, connected threat defense model to improve detection and visibility across their network."

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