

Innovative Business Continuity Management

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Core Competencies – C12

Session Abstract

Learn about salesforce.com's Global Business Continuity Management Program and how "The Most Innovative Company in America", as rated by Forbes Magazine, addresses continuity and resiliency holistically, to include Crisis Management, Incident Response, Exercising, Action Item Tracking, Business Impact Analysis, and Auditor/Customer program evaluations. Come hear about the technologies that support these efforts and link each component together in a comprehensive way for excellent emergency management and timely dashboards and metrics.

Specific topics:

- Business Continuity Management Program Components
- Crisis Management and Incident Response (**Teams, Tools, and Technology**)
- Business Continuity Plan Ownership and Dashboarding
- Responding to Customer and Auditor Inquiries in an Automated and Consistent Format

Target Audience

Those interested in learning new and innovative ways to manage a global Business Continuity Management Program that not only is actionable during a disaster or crisis, but also meets and beats auditor and customer requirements.

Speaker Bio

Catherine Nichols, Senior Manager of Global Business Continuity and Crisis Management at salesforce.com, based in San Francisco, CA., has worked in the field of Business Continuity for 14 years. She began her career at Ernst & Young, later owning and managing the Business Continuity program at Intuit, and in 2006 she established and began to manage a global program at salesforce.com.

At salesforce, Catherine and her team manage the Global Business Continuity Program, including the Business Impact Analysis (BIA), plan updates and exercises, the Crisis Management Program, including Incident Response, the Pandemic Planning Program, Third Party Assessments, responding to customer and auditor inquiries, and the development and management of innovative technology that supports the Program's goals.

Catherine is a Certified Business Continuity Planner (CBCP) and Certified Information Security Systems Professional (CISSP), and has her Bachelor's degree in Management Information Systems from Santa Clara University.

Speaker Details (optional):

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