

**Building a Security Program That Protects an
Organization's Most Critical Assets: A Different
Approach**

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Luncheon Address – O2

Session Abstract

Organizations are swimming in data and becoming more interconnected with partners and vendors on the “Global Electronic Nervous System” every day. Because of that, companies need to plan, implement and maintain a Critical Asset Protection Program that clearly defines what assets are deemed most important to the organization based on revenue, income, reputation and core operational impact.

During this session, participants will learn the following:

- How to measure an organizations information and network security initiatives current capability and maturity on the Security Continuum.
- How to define critical assets based on revenue, income, reputation and core operational impact, as well as the attributes of the assets (i.e. how they are created, stored, used and transmitted).
- How to plan, implement and maintain a Critical Asset Protection Program (CAPP).
- How to successfully bring executive level management into the discussion and make them part of the CAPP.
- How to build and prioritize the CAPP scope and create a milestone-based program for business leaders.
- How to optimize the CAPP leveraging the right combination of people, process and technology.

Speaker Bio

With 20 years of experience heading up major initiatives for leading organizations internationally, Eggebrecht's knowledge and understanding of business development, information security and global product/service launches is extensive. Prior to founding BEW Global, Eggebrecht was an integral part of several high-technology businesses. He held positions with TicketMaster, Qwest, Level 3

Communications, Gemplex and Virtela. He holds a degree in International Business from the University of Denver and management certificates from Georgetown and Stanford University. Eggebrecht is an active member in the ISO 27000 community and successfully completed the ISO 27001 Lead Auditor Course and exam.

Speaker Details (optional):

Facebook URL		
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