

# THE INFLUENCERS 2014

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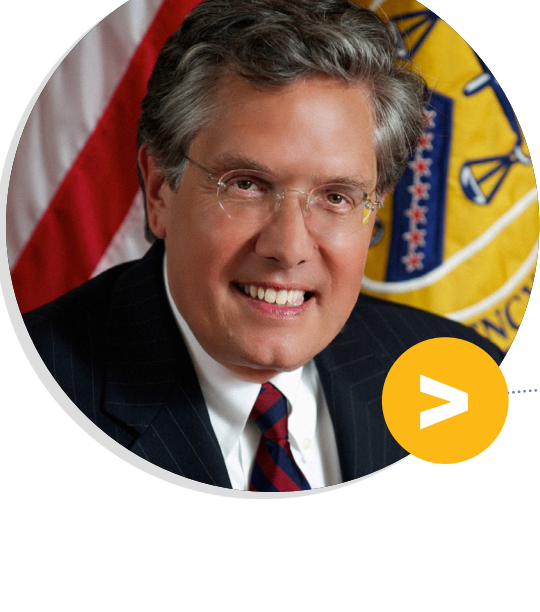
Our spotlight on the most influential people in banking information security

BankInfoSecurity and CUInfoSecurity present a list of the 10 most influential people and organizations shaping the way banking institutions approach information security in 2014.

What makes an Influencer? Each of these individuals and organizations is having a major impact on the industry. Their influence affects a broad range of areas, from information sharing to big data analytics for fraud prevention and detection.

How did we choose the Influencers? Our team of editors made the selections based on interviews, news coverage throughout 2013 and input from our boards of advisers. Influencers are listed alphabetically.

## THOMAS CURRY



### Comptroller of the Currency

In a September 2013 speech, Curry put the national spotlight on growing third-party cybersecurity risks. He called attention to "increased risk due to our banking system's significant reliance on technology and telecommunications, and the interconnections between these systems." And he pointed out: "Each new relationship and connection provides potential access points to all of the connected networks and introduces different weaknesses into the system."

A number of DDoS mitigation providers made names for themselves in 2013, which emerged as the year of DDoS awareness. Following a rash of disruptive online attacks waged against leading U.S. banks by the self-proclaimed hacktivist group al-Qassam Cyber Fighters, DDoS vendors emerged from the shadows to showcase the underlying threats DDoS attacks pose to cybersecurity.

## DDOS MITIGATION SERVICE PROVIDERS



## MICHAEL FOWKES



### Senior Vice President, Zions Bancorp

In his role overseeing the bank's security data warehouse, Fowkes has helped to make Zions a global leader in big data analytics. In 2013, Zions made strides toward spreading the word about how big data can be used to bridge cross-channel fraud detection gaps and provide foresight for emerging fraud trends. Following Zions' groundbreaking efforts, experts predict 2014 will be a landmark year for big data in fraud prevention and detection.

This patent-holding company filed at least 13 lawsuits in 2013 against leading banks, including Capital One, Bank of America, JPMorgan Chase and PNC, claiming infringement of patents on technology core to these institutions' functions. The lawsuits put a spotlight on legal flaws within the patent system and highlighted the need for federal patent reform legislation.

## INTELLECTUAL VENTURES



## EREZ LIEBERMANN



### Federal Prosecutor, U.S. Attorney's Office, New Jersey

Liebermann led an investigation that culminated with charges against five individuals he is now prosecuting for the roles they allegedly played in a fraud scheme involving 160 million cards that was connected to Heartland Payment Systems hacker Albert Gonzalez. He also has helped raise national awareness about the need for more collaboration among law enforcement and the private sector to bring cybercriminals to justice.

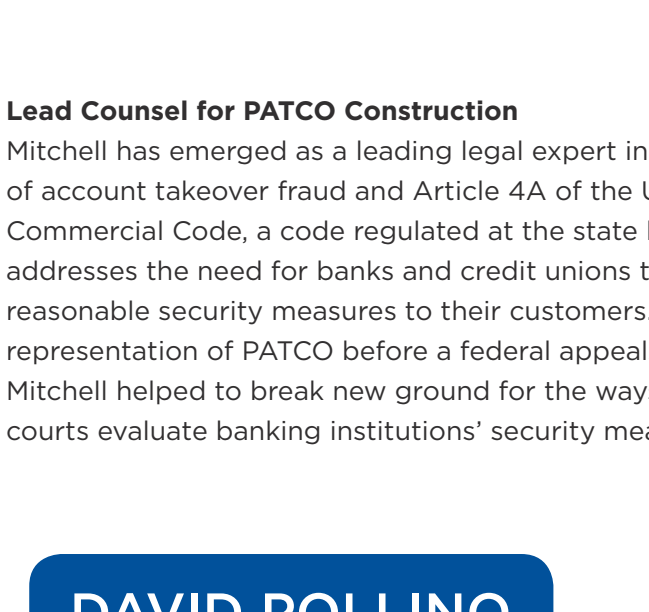
## AVIVAH LITAN



### Vice President, Gartner Research

Litan is a recognized expert in ACH/wire fraud account takeover trends who has continually pushed for stronger online authentication techniques. She was one of the first to review, critique and speak about the updated authentication guidance issued by the Federal Financial Institutions Examination Council. And she has worked to raise awareness about the connection between distributed-denial-of-service attacks, used as modes of distraction, and account takeover fraud perpetrated online and through call center channels.

## DAN MITCHELL



### Lead Counsel for PATCO Construction

Mitchell has emerged as a leading legal expert in the areas of account takeover fraud and Article 4A of the Uniform Commercial Code, a code regulated at the state level that addresses the need for banks and credit unions to offer reasonable security measures to their customers. In his representation of PATCO before a federal appeals court, Mitchell helped to break new ground for the ways in which courts evaluate banking institutions' security measures.

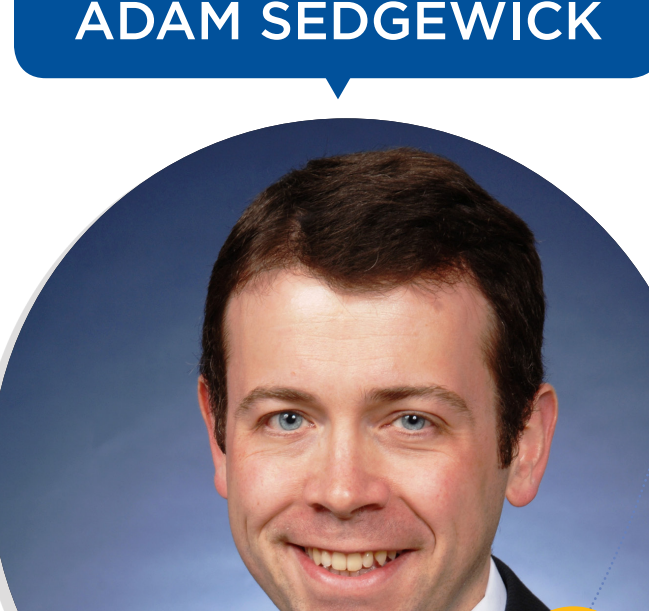
## DAVID POLLINO



### Senior Vice President, Bank of the West

Pollino, who focuses on information security and combating online fraud linked to cybercrime, led Bank of the West's efforts to implement an innovative approach to customer education on fraud prevention through social media and the bank's website. The bank launched a series of videos to spread the word about financial fraud prevention and security, addressing regulatory mandates outlined by the FFIEC.

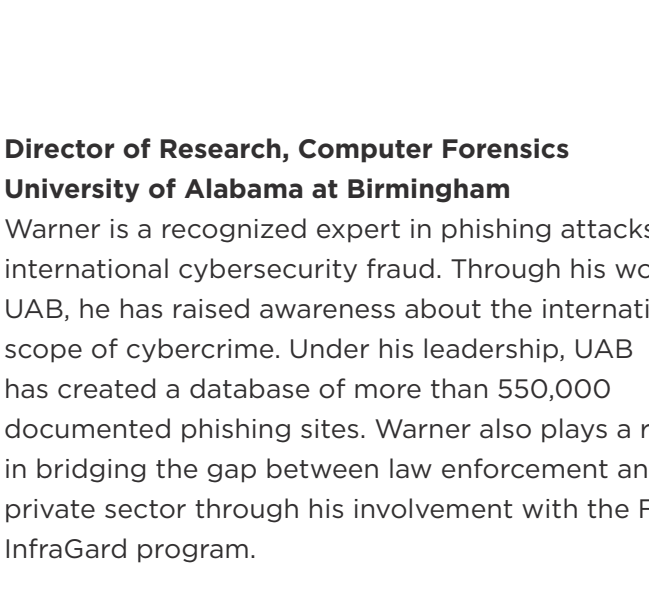
## ADAM SEDGEWICK



### Senior Information Technology Policy Advisor, NIST

Sedgewick is leading the National Institute of Standards and Technology's development of a cybersecurity framework for critical infrastructure systems, including financial services. The framework was mandated by President Obama in a 2013 executive order. Sedgewick is building awareness of financial cybersecurity issues among federal leaders, including the Chief Information Officers' Council, the Office of Management and Budget and National Security staff.

## GARY WARNER



### Director of Research, Computer Forensics University of Alabama at Birmingham

Warner is a recognized expert in phishing attacks and international cybersecurity fraud. Through his work at UAB, he has raised awareness about the international scope of cybercrime. Under his leadership, UAB has created a database of more than 550,000 documented phishing sites. Warner also plays a role in bridging the gap between law enforcement and the private sector through his involvement with the FBI's InfraGard program.



## 2013 Influencers

1. Izz ad-Din al-Qassam Cyber Fighters, Hacktivists Behind DDoS Attacks
2. Jeff Kopchik, Senior Policy Analyst, Federal Deposit Insurance Corp.
3. Benjamin Lasky, Superintendent, New York Department of Financial Services
4. Mark Patterson, Co-Owner, PATCO Construction
5. Bill Nelson, President and CEO, Financial Services Information Sharing and Analysis Center
6. Bill Demchak, President, PNC Bank
7. Bob Russo, General Manager, Payment Card Industry Security Standards Council
8. Security Vendors for Detecting Trojans, Malware, New Attacks
9. Keith Gordon, Head of Authentication and Security Strategies, Bank of America
10. Doug Johnson, Vice President, American Bankers Association

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