



beyond cybersecurity

Volume 3 | Issue 3 | March 2019



BLUESTOCKINGS OF CYBERSECURITY

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innovation distinguishes between a leader and a follower

Mission 2021

- Top 3 Cyber Security Research Firms in Asia
- No.1 GRC Platform Globally
- No.1 GRC Consulting Firm Globally

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Chief Deception Officer/Chief
Marketing Officer, Attivo Networks



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EDITOR'S NOTE

CISO MAG has always tried to highlight the role of women in the space of information security. We often have spoken about how gender diversity might become one of the best possible solutions to combat the massive impending dearth of information security professionals. In this issue, we tackle one of the biggest reasons for lack of gender diversity in the domain—lack of role models.

In our Cover Story, we tell the stories of one of the very first groups of coders who worked on cryptography and ethical hacking. We discuss how these women laid a foundation for modern-day cybersecurity and ethical hacking, and are the kind of role models the world should look up to.

In Under the Spotlight section, we interview Carolyn Crandall, Chief Deception Officer/Chief Marketing Officer, Attivo Networks, who talks about deception technology, the advancements in the space, and the potential it has to take cybersecurity to newer heights. She also discusses how she is working hard to encourage women to take up cybersecurity as their careers.

In our Insight section, Maxim Frolov, Managing Director, Kaspersky Lab North America, talks about the skills every CISOs should develop to succeed in 2019.

Tell us what you think of this issue. If you have any suggestions, comments, or queries, please reach us at editorial@cisomag.com.

Jay Bavisi
Editor-in-Chief

**CISO
MAG**

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Learn How to Make the Leap With Confidence

The secret is out:

Enterprises large and small have moved to the cloud, and more are making the move daily. Whether you're an early adopter or you've been battling that persistent strain of nephophobia going around, it's important to thoroughly understand and evaluate potential cloud vendors, instilling confidence for your organization and your customers.

A portrait of Carolyn Crandall, a woman with long brown hair, smiling, wearing a red top and gold hoop earrings. The portrait is partially obscured by a large grey arrow graphic pointing towards the right.

Interview of **CAROLYN CRANDALL**

Chief Deception Officer and
Chief Marketing Officer, Attivo Networks

A black rectangular box with a red diagonal line on the left side, containing the name 'Rahul Arora'.

Rahul Arora

Carolyn Crandall is the Chief Deception Officer and Chief Marketing Officer at Attivo Networks. She is a technology-marketing executive with over 25 years of experience in building emerging technology markets in security, networking, and storage industries. Carolyn also has a demonstrated track record of successfully taking companies from pre-IPO through to multibillion-dollar sales, and has previously held leadership positions at Cisco, Juniper Networks, Nimble Storage, Riverbed, and Seagate. She is recognized as a global thought leader on technology trends and for building strategies that connect technology with customers to solve difficult information technology challenges. Her current focus at Attivo Networks is on breach risk mitigation by teaching organizations how to shift from a prevention-based security infrastructure to one of an adaptive security defense based on the adoption of deception-based



You have helmed several leadership roles in several companies. Tell us a bit about your journey from the marketing space to starting Marticulate and then becoming a Chief Deception Officer at Attivo. What was the transition like from core marketing to core technology?

I didn't originally start out thinking I was going to become a sales or marketing professional. If you have ever played Monopoly, think of the stigma they put on that profession, and as such it really wasn't top of mind. That said, while I was going to Santa Clara University, studying both electrical engineering and computer science, I took a job as an assistant to the VP of Marketing. This was my first introduction to a high-tech workplace. I ended up in sales based on a bet that I could outsell any of the sales reps in the office. I think my boss at the time thought it was never going to happen, but upon my achievement, he did honor the bet. My next two positions were exclusively sales and only after that did I become responsible for marketing programs. My entrée into marketing was when I moved to Australia to set up an international office for my company, and then again when I took on a channel

role, which exposed me to all facets of operations—sales, business development, product marketing and marketing demand generation, and communications. Channels is a less known role than traditional sales or marketing, but absolutely a fantastic way to learn multiple disciplines quickly. Throughout my career, I have had the opportunity to wear many hats in marketing, product marketing, channel marketing and sales for top tech brands including Cisco, Juniper, Nimble Storage, Riverbed, Seagate, and others. I started Marticulate as a means to do additional consulting and gain experience in other types of businesses; it also facilitated philanthropic work. One of the most entertaining projects that I worked on was (early Groupon Days) helping a company start an ecommerce site that connected businesses with consumers. I helped them set up their marketing plans, business model, and launch. A technologist and innovator at heart, I love making markets for startups. I currently play a unique dual role at Attivo Networks serving as Chief Marketing Officer and Chief Deception Officer (think technology evangelist vs. marketing con) since 2014. I have been a leading technical and marketing speaker and educator of deception technology, not only for Attivo Networks, but for the industry at large.

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SPOTLIGHT

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