There is no magic fairy
1999 - 2005
USAF Red & Blue Team

2005 - 2012
Intel / Offensive Network Ops

2012 - 2017
Founding Team of Cb
A Human Capital Perspective on Criminal Careers

Dr. J. R. Clark, Probasco Professor of Economics, University of Tennessee at Chattanooga
Dr. William L. Davis, Economics, University of Tennessee at Martin

\[ M_b + P_b > O_{cm} + O_{cp} P_a P_c \]

- \( M_b \) – The monetary benefit of committing the crime
- \( P_b \) – The psychological benefit of committing the crime
- \( O_{cm} \) – Opportunity cost of committing the crime (overcoming obstacles, time spent, etc)
- \( O_{cp} \) – Psychological & prosecution cost of committing the crime (fear, time lost from punishment)
- \( P_a \) – Probability of apprehension
- \( P_c \) – Probability of conviction
The Hacker's Diet
How to lose weight and hair through stress and poor nutrition

Problems: managing, fixing, and solving

In every era, each culture defines itself in terms of the heroes it admires. That, in turn, determines the mindset and aspirations of the generation whose values are formed during that time. For past generations explorers, military men, inventors, financiers, and statesmen have filled the role of hero. I believe that our time is the age of the manager. The MBA degree, a credential that qualifies one to administer by analysing and manipulating financial aggregates, has become the most prized ticket to advancement in the United States. The values managers regard most highly: competence, professionalism, punctuality, and communication skills have been enshrined as the path to success and adopted by millions.

The cult of management, for that is what it is, pervades the culture which is its host. In time, it will be seen to be as naive as the ephemeral enthusiasms that preceded and will, undoubtedly, supplant it in due course. But now, at the height of its hold, it’s important to distinguish managing a problem from fixing it, for these are very different acts: one is a process, the other an event. Solving a problem often requires a bit of both.

Managing problems

“Management must manage” was the motto of Harold Geneen, who built ITT from an obscure international telephone company into the prototype of the multinational conglomerate. What Geneen meant by this is that the art of the manager is coming to terms with whatever situations develop in the course of running a business and choosing the course of action that makes the best of each.

The world of the manager is one of problems and opportunities. Problems are to be managed; one must understand the nature
Managing risk is “business as usual” for the board... except security. Why?
Security will never be **solved** until we stop trying to **fix** it.

We are seeking a magic product that will **fix** security.

*Solving* security takes a combination of all three.
YOU MUST LEAD
ESSENTIAL LESSONS OF LEADERSHIP

You can make a difference

Credibility is the foundation of leadership
together
we can change our world.
Remember

Fix v. manage – security can’t be fixed.

No magic fairy - we will never advance until we accept it.

Grit – solutions won’t be easy

Leadership - credibility is the foundation of leadership.

Responsibility - your expertise gives you unparalleled credibility.
QUESTIONS?

J.J. Guy

/in/jjguy

@jjguy