

The background of the slide is a blurred image of a person's face, likely a woman, looking towards the camera. The image is out of focus, with soft colors and indistinct features.

EXEC ASSISTANTS
Hacking the Corporate Comms Jungle

2016 SANS Security Awareness Summit | Jason Hoenich

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SONY PICTURES ENTERTAINMENT

10K USERS

10 LANGUAGES

PROGRAM MANAGER, SECURITY AWARENESS

THE WALT DISNEY COMPANY

100K USERS

17 LANGUAGES



DISCOVERY

THE SITCH



PHISHING ATTACK

- Active attacks
- Live exploits

VALIDATED RISK

- Users clicking
- Variants – can't completely filtered
- Unpatched vulns

THE ROADBLOCK(S)



APPROVAL PROCESS

- Several senior execs
- Multiple day process

OTHER COMMS

- Up against existing comms previously scheduled
- “Too many emails”

SOLUTION

- Send in 3 days
- Blog post

THE FIX



GET COVERAGE

- Needed info disseminated
- Targeted high risk BU's

SUPPORTERS

- Mental list of "champions"
- Identified about 10 key contacts within BU's

RESULTS

- Covered all BU's within 30 minutes
- Spread to additional BU's within hours
- Posts on internal Social networks
- Verification inquiries from dozens of teams not targeted

A low-angle, close-up photograph of a person's legs and feet as they jump over a puddle on a sidewalk. The person is wearing light blue denim jeans and dark sneakers with a colorful pattern. Water is splashing up from the puddle, and the person's feet are just above the water. The background is a blurred urban setting with brick buildings and a trash can. The text "(BETA) TESTING" is overlaid in the center of the image in a bold, white, sans-serif font.

(BETA) TESTING

PATTERNS



SOCIAL CONNECTORS

- Followed up w/ recipients
- Each include highly social users

SENIOR EXEC ASSTS

- Most “connectors” were EA’s
- Lateral umbrella effect

VIRAL MESSAGES

- Genuine interest
- Relevant
- Timely

CONNECTORS



EFFICIENCY

- Least amount of steps
- Highest return on effort

SENIOR EXECUTIVES

- EVP
- Some SVP, BU specific

COMMUNITY

- <150 members

RECRUITING



HAND WRITTEN NOTES

- Personal emails
- Simple, to-the-point

5 MINUTE SELL

- EA's time is valuable
- If not them, who?

DEMANDS

- Exactly what I wanted
- How much time
- How often



PROVING GROUNDS
(OR HOW I DISMANTLED THE NAYSAYERS)

OOCHING



MINI-EXPERIMENTS

- Prove small
- Expand successfully

RESOURCES

- Holiday Shopping tips
- Videos
- Social Media tips

CORP COMM APPROVAL

- Heads up
- Approval for large distros
- Okay for small segments

IN CLOSING...



IDENTIFY CONNECTORS

- EA's
- Senior Executives
- Vocal

PERSONAL OUTREACH

- Make it feel 1:1
- Favors
- "Etsy" experience

SWAG

- High quality
- "Thank you"
- Surprise vs bribe