• Information Security Advisor
• 7 Years at USAA
• 14 Years Industry Experience
• B.A. Criminal Justice
  ▪ Secret Service Intern
• Certified Fraud Examiner
Founded in 1922 by 25 Army Officers
Core values: Service • Loyalty • Honesty • Integrity
## SECURITY AWARENESS PROGRAM

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Strategy</th>
<th>Execution</th>
</tr>
</thead>
</table>
| ▪ SANS Model  
▪ Federal Laws  
▪ Training | ▪ Steering Group  
• SMEs  
• Change Management  
• Corporate COMM  
• Calendar  
• Industry trends/Examples  
• Outreach | ▪ Phishing  
▪ Outreach  
• Town Halls/Events  
• Newsletters  
• Ink Post/Articles  
• Coffee Sleeves/SWAG | 
▪ Metrics  
▪ Recognition |
“You’re Security, you should be protecting Us.”

“I don’t have time for this, stop sending phishing emails”

“I set up rules in my email and have anything marked “External” go to trash”

“Reporting potential fraud goes into a black hole, why bother?”
PHISHING TOURNAMENT

National Cyber Security Awareness Month (NCSAM)

Chief Security Officer (CSO)

- “SVP Teammates” Email
  - NCSAM reminder
  - Expo dates and theme
  - “Email phishing showdown”
  - Week 1 Training (Bonus points)
  - Week 2 – 4 Intentional Phish
**PHISHING TOURNAMENT SCORING**

<table>
<thead>
<tr>
<th>Action</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicked the link, Image or Attachment</td>
<td>-1</td>
</tr>
<tr>
<td>Reported the Phish</td>
<td>1</td>
</tr>
<tr>
<td>Took no Action or Deleted the Email</td>
<td>0</td>
</tr>
</tbody>
</table>

**Cyber Phishing Tournament Leader Board**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Leader</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>SVP, Chief Audit Executive</td>
<td></td>
<td>89</td>
</tr>
<tr>
<td>SVP, Chief Procurement Officer</td>
<td></td>
<td>43</td>
</tr>
<tr>
<td>SVP, HR Business Partner</td>
<td></td>
<td>41</td>
</tr>
<tr>
<td>SVP, Actuary</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>SVP, Chief Security Officer</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>SVP, Chief P&amp;C Actuary and Head of Analytics</td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>SVP, Senior Financial Officer</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td>SVP, Talent Strategy and Total Rewards</td>
<td></td>
<td>24</td>
</tr>
</tbody>
</table>
PHISHING TOURNAMENT RECOGNITION

Leadership Support
Cyber Brief
• Winning Senior VP present

Recognition/Prizes
• First Place - Team Winner Banner
• Second & Third - Honorable Mention
PHISHING TOURNAMENT RECOGNITION

Meeting with Senior VP and Team

- Chief Security Officer and Chief Information Security Officer
- Cake cutting
- Banner reveal
FRAUD FIGHTER PROGRAM
FRAUD FIGHTER PROGRAM OVERVIEW

First Line of Defense
Member Service Representative (MSR)
  • Reporting of suspicious activity
  • Fraud Case Referral Form
FRAUD FIGHTER PROGRAM OVERVIEW

2018 Stats

*$64M in prevented losses*
  - 9,974 Quality Referrals
  - Third Party $45M
  - USAA $19M

**Employee Feedback Eligibility for Recognition**
  - Non Enterprise Security Group employees
FRAUD FIGHTER PARTNERSHIPS

Leadership Support

Enterprise reporting
• Team recognition

Member Service Rep.
• Monthly selection
• Metrics

Fraud Department
• Partnership
• Case research
FRAUD FIGHTER SELECTION

Cyber Brief
• Fraud Fighter
• Manager and Director

Award
• CSO and VP of Fraud
• Certificate
• Fraud Fighter Coin
• Ink Post/Fraud Fighter Page/Magazine
• Custom Yeti
“As a work from home MSR, being able to work with coworkers from all of the USAA campuses really gave me a sense of inclusion and reassured me that we are all still one big family no matter what department or what campus we work at with USAA. I am forever grateful for the experience. **THANK YOU USAA!**”
“I would like to thank the Fraud Fighter Program for recognizing my passionate efforts in protecting USAA and our membership. I really enjoyed traveling to Phoenix to share my experiences and meeting my fellow colleagues in person.”
“I had a great experience with the fraud fighter travel team, I learned a lot about the different types of fraud from other LOB and was able to come back with lots of information for my teams here as a result!”
Out of the Phoenix Office

Only 5 months on the job

Reported fraud red flags

Briefed in CTOC

Coined by the CEO

Met the Board
ACTION ITEMS

Identify the behavior are you trying to change
Research existing processes to support
  • Saves money/time/resources
  • Collaboration with process owners

Gain Leadership Support
  • Key to a successful program/effort
  • Impactful when coming from leadership
  • Strength in participation

RAC Session