Cybersecurity

Impact of Social Media

Fortify Experts

Tim Howard

- Founder of Energy Sourcing
  - Energy Technology Consulting & Staffing
- Founder of Vortecy & GRIDRx
  - Utilities Analytics and Transformer Monitoring
- Founder of Fortify Experts
  - Cybersecurity Search and Staffing Firm
- Co-Founder of EMCO Partners
  - New Technology Commercialization Accelerator
- 2x Ironman Texas Finisher
- Men's Bootcamp Leader for past 10 years.

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Team of Experienced Recruiters and Security Professionals.

Nationwide Services:

- CISO / CSO Executive Search
- vCISO (Virtual CISO's)
- Permanent Placement
- Project / Consultants / Contactors

Exceptional Cybersecurity Experts

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Social Media - Not all bad….

Prior to social media, cybersecurity professionals were…

"... seen as skeletons in a cupboard. Now it is more main stream and more people are attracted to it. It has helped tremendously."

Aanchal Gupta, CISO for Skype

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Social Media

- Connects like minded individuals
- Share ideas & information
- Ask questions of similar experts around the world.
- Solve technical problems
- Ask for opinions
- Advertise new solutions

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Security Groups

Cybrary - http://www.cybrary.com
Cybrary offers a tremendous amount of free security content and training.

ISSA - https://www.issa.org/
Developing and Connecting Cybersecurity Leaders Globally

The Open Group - Security - http://www.opengroup.org/subjectareas/security
Developing technical standards, guides, and best practices

Women in Cybersecurity - https://www.csc.tntech.edu/wicys/
Promoting opportunities for growth in cybersecurity for women.

Cybersecurity Forum Initiative - http://www.csfi.us/
Provides Cyber Warfare awareness, guidance, and security solutions through collaboration, education & volunteers

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LinkedIn Security Groups

Information Security Community
300,000 Members

Cyber Security Forum Initiative
68,000 Members

Information Security Careers Network
50,000 Members

Information Systems Security Association
42,000 Members

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The Good - Individuals

- Ability to create a Personal Brand/Billboard
- Found by people outside your circle
- Platform to become a Security Expert
- Reduces the need for one on one networking
  - Or posting to a job board

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The Bad

- Login Credentials for 167 million LinkedIn accounts stolen.

- Do you reuse your Passwords?

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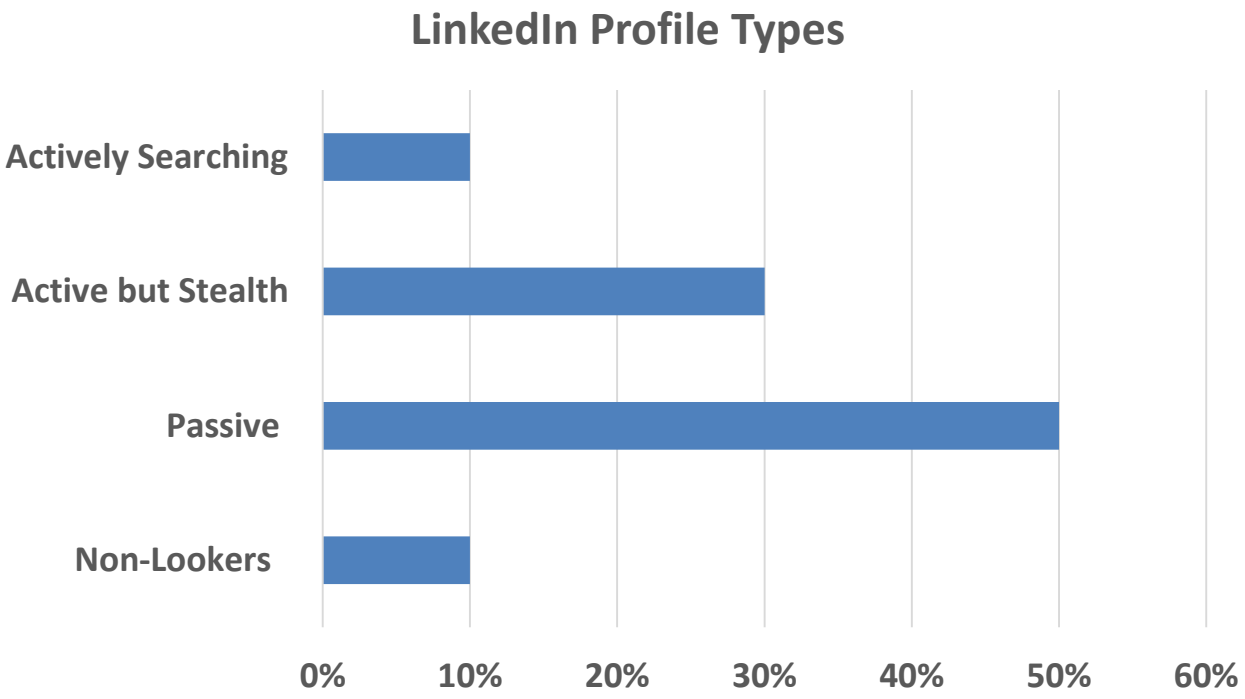
Types of LinkedIn Profiles



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Actively Searching

Those that need a new position now.

- Change title/tagline to “Seeking”
  - Caution that attracts contract roles
- Add Resume
- Add a phone number/ email into the body of the profile.

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Active but Stealth

Want to attract attention but don't want employer to know

- Similar to Passive but
  - Post updates more often
  - Post articles or repost a blog
  - Participate in Group Discussions
- Actively making high value connections
- Add the word "Seeking" into your profile

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Passive Profiles

I like to be known but not actively looking.

- Good summaries
- Accomplishment under each position
- Contact information for connections only
- Join LinkedIn groups
- Recommendations

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Non-Lookers

Only on LinkedIn because someone said I have to be.

- Limited details.
- Some ‘mask’ current employers
- Remove all contact info
- Turn off InMails
- Don’t respond to connection invites

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Leveraging Social Media for Career Enhancements

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Enhancing Your Career through Social Media

- Branding
- Connecting
- Authoring
- Participating
- Speaking

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Build Your Brand

- Catchy Heading/Title (who you are)
- Effective Summary with key words
- Get Recommendations
- Join Relevant Groups

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Be Found by Connecting

- Connect with a purpose
- Connect within your industry and interests
- Make high value personal connections
- Follow relevant companies and people
- Start your own Group

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Get Exposure by Authoring

- Blogging or Posting Articles on LinkedIn
  - Product Reviews
  - Writing up Process & Procedures
  - Mindmaps
  - Resource sheets
  - Case Studies
- Email Newsletters
- Write an e-book or Self publish

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Build Reputation by Participating

- Participate in Security Groups
- Be a Guest on someone else's group / blog
- Interviews with industry professionals

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LinkedIn Exposure can lead to Speaking Engagements

- Local Clubs
  - Security clubs
  - Scouts / Rotary Clubs
- YouTube
- Teaching (Local college)
- Conferences
  - Smaller conferences
  - Build up to bigger (Black Hat, RSA, ISSA Int'l, etc.)

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You Officially Become an “Expert”

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Questions you need to ask yourself Prior to accepting a Job Offer

- Does the new position offer a better career path than your current job?
- Have you exhausted all the avenues to make your existing position satisfying?
- Would you take this position for the same money you are currently making?
- Is changing jobs now going to help your long term career path?
- Is this the right time to move on for both personal and professional reasons?
- A year from now, will your resume still be attractive to hiring manager if you change jobs now?

LinkedIn Mistakes

1. Unprofessional or bad photo
2. Lack of a good summary with key words
3. Posting too much personal information
    - What could a hacker use against you?
4. Not asking for recommendations
5. Embellishing skills & accomplishments
6. Being inconsistent (profile vs. resume)
7. Posting sensitive data to a profile
    - i.e. Corporate IT systems
8. Taking every recruiters' call

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Early Cybersecurity Career Resources

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Learn the basics

- **Learn Linux:** Most security takes place at the scripting level, therefore, you need to become extremely familiar with the Linux operating environment.
  - Try to understand how any why the tools in your toolbox work.
  - Run through as many hands-on scenarios as are practical with whatever resources you have access to.
  - Learn with real world scenarios, as theory and practice are not always congruent.
- **Scripting Skills:** Build on basic coding skills (Python, ruby etc) to build tools etc. This is a big value add for any company's security group.
- **Learn penetration testing:** Begin to hone your skills and gain knowledge on security by learning the basics at Pentester Academy.
- **Focus on one area first:** Stick with the field you are trying to get a job in and don't branch to out too much. It is extremely valuable to become knowledgeable about one particular technology "bucket" which security sits on top of such as:
  - Systems
  - Networking
  - Database
  - Application development

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Build your own lab

- Build/upgrade a desktop PC to at least 16GB RAM, run your choice of Linux distro
- Build a virtual pentesting lab including Kali and Ubuntu server and (licensing permitting) Windows server & Desktop OSes as well.
- Then along with Cybrary and Pentester Academy courses you can practice and get to know the tools.
- Develop Python (one of the fastest growing skills needed) expertise so you can write your own pentesting tools. That will also deepen your understanding.
- Cybrary video on how to build your own lab: https://www.cybrary.it/2016/02/s3ss10n-wednesday-build-your-own-pen-testing-lab/

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Early Career Paths

- Become a QSA or work for a company performing gap analysis. Although this is more **compliance** and assessments, it will give you exposure to a wide range of environments and implementations.
- Work as a system administrator or **network engineer**. Practical experience in operations is always useful for a career in security.
- Learn **penetration testing** as many companies accept newbies in this field.
- Start out as an **analyst in a SOC** or Incident Response area.
- Focus on **AppDev and WebApps** as this is really popular right now because of the amount of exposure at that layer.
- If your degree is from a **University** then look there. They typically have differing standards than the business or general government field.
- You may also want to explore working directly with the **US government** (FBI, CIA, NSA), specifically if you have language skills other than English.

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Are Certifications Important?

One third (35%) of cybersecurity jobs call for an industry certification, compared to 23% of IT jobs overall*

No Experience Required:

- Network+
- Security+ (6%)
- CompTIA Sec+
- OSCP – Offensive Security Certified Professional

Experience Required: (How often required)*

- **CISSP** (21%) – Broad, shallow certification, but best recognized & **most often requested & required**.
- CISA (14%) – Certified Information Systems Auditor
- CISM (7%) – Certified Information Security Manager – Requires more proof of experience than CISSP
- CEH – Certified Ethical Hacker

*2015 Burning Glass Technologies Report

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Additional Training

SANS – http://www.sans.org

The most trusted source for information security training, certification, and research.

Cybrary - http://www.cybrary.com

Cybrary offers a tremendous amount of free security content and training.

Root Me - http://www.root-me.org/en/

Hone your skills by playing hacking games.

Pentester Academy - http://www.pentesteracademy.com/

Highly Technical, Hands-on, Comprehensive Training

VulnHub - https://www.vulnhub.com/

Allows anyone to gain practical 'hands-on' experience in digital security.

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Experience through Charities

Find Non-Profit organizations who need security help but can not afford traditional consultants.

Check out Hackers for Charities

http://www.ihackcharities.org/

The charity gets their project completed, and you can get a nice recommendation for your resume.

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