

# John Sileo

## Cyber Security, Identity Theft & Human Hacking Expert

Please contact a GDA agent for information.

### Topics

- Big Data
- Business
- Business Growth / Strategy / Trends
- Corporate Social Responsibility
- Cyber Security
- IT
- Leadership
- Social Media
- Technology / Alternate Technology
- Virtual

### About John Sileo

John Sileo's identity was stolen from his business and used to embezzle \$300,000 from his clients. While the thief covered his crimes using Sileo's identity, John and his business were held legally and financially responsible for the felonies committed. The breach destroyed John's company and consumed two years of his life as he fought to stay out of jail.

In response, John made it his mission to help organizations and individual protect the data that underlies their wealth. Combining real-world experience with years of study, John became an award-winning author, trusted advisor and keynote speaker on identity theft, cyber security, online privacy and digital fraud.

John specializes in making security fun and engaging for audiences, so that it works. By leveraging his story of loss and resilience, John helps his clients to take control of their data exposure before it's too late.

John's body of work includes engagements with the Pentagon, USA Today, VISA, Rachael Ray, the FDIC, Pfizer, 60 Minutes, Homeland Security, Blue Cross, Anderson Cooper, Allstate, The Washington Post, the Federal Reserve, Fox Business, University of Massachusetts and organizations of all sizes.

John is President and CEO of The Sileo Group, a think tank devoted to helping organizations secure the data that drives their profits. John graduated from Harvard University with honors and spends his free time with his amazing wife and two highly spirited daughters.

### Select Keynotes

- **UN-HACKABLE: 5 Power Mindsets for Defending Your Data**

Hackers don't just adapt to change; they bank on it. Has your mindset evolved? The rapid expansion of remote workforces, cloud jacking, the Internet of Things, ransomware gangs, supply chain attacks, social engineering and disinformation campaigns have altered the way we must defend our organizational data, privacy and profits. A faulty adage asserts that humans are your weakest link, and left unaddressed, that becomes a self-fulfilling prophecy. Cybersecurity doesn't grow from shinier tools, but from the powerful intersection between humans and technology. In UN-HACKABLE, John will leverage potent lessons learned from losing his b

- **The Art of Human Hacking: Social Engineering Self Defense**

Anti-fraud and social engineering training only work when your people experience it for themselves. Humans can be the weakest link or the strongest competitive advantage in the security and profitability of your information. But people are the most commonly underutilized weapon in your fight against cybercrime. Don't surrender to Death by PowerPoint; training needs to be engaging to be effective. This presentation makes security interactive, so that it sticks. John will use his own losses to social engineering to illustrate the tools and tricks used to separate you from your critical data, including: System 1& 2 reflexes, social media harvesting, trust shortcuts, ego stroking, greed appeals, and cortisol flushing. John's closing story, your audience will be fully empowered to detect and deter social engineering and fraud.

- **Building a Bulletproof Culture of Security**



To avoid becoming the next disastrous data-breach headline, you must foster a healthy culture of security that addresses both the technological and human elements of data defense. Change happens when you create energy and buy-in among the people who handle your mission-critical information. When it comes to the latest data security threats, you can't possibly do everything—but you must do the right things. This cyber security training crash course forges a high-level, non-technical path through the often-confusing web cybersecurity. This highly interactive presentation builds on John's experience losing everything to cybercrime, continues with a live hacking demo of an audience member and ends with an actionable Roadmap of Next Steps.

- **The Surveillance Economy: Privacy Protection in a Data-Obsessed World**

Smart speakers and digital assistants like Alexa, Google and Siri eavesdrop on the conversations you have at home and work, sharing your behaviors with their "partners". Super cookies collect your browsing history, selling your privacy to the highest bidder. Mobile phone providers track and trade your location while social media sites build psychographic dossiers that classify you according to your psycho-social profile. Identity thieves hack all of these sources, banking on your data and wealth. Your Data is Showing focuses on taking control of your identity and privacy. Due to the rapid rate at which information is being compromised, you must leverage the very latest prevention tools to protect everything from your Social Security number to bank account, from passwords to confidential emails. John delivers these identity theft and privacy countermeasures in a highly interactive speech inspired by his loss of more than \$300,000 to ID theft.

### Select Book Titles

- **2018:** Your Data Is Showing
- **2014:** Identity Theft Recovery Guide: Reclaiming Your Treasured Data...and Your Life
- **2011:** Smartphone Survival Guide
- **2010:** Privacy Means Profit: Prevent Identity Theft and Secure You and Your Bottom Line
- **2005:** Stolen Lives: Identity Theft Prevention Made Simple

### Select Testimonials

"Jaw dropping content laced with laughter"

— *Homeland Security*

"OUR BEST SPEAKER EVER! Funny, relevant and actionable."

— *Kikkoman*

Within one week of John's training, a \$300,000 fraud attempt was immediately detected and diffused by a member of our staff who calmly, pleasantly and skillfully handled the situation - a direct result of John's training. Our investment with John paid off in multiples!

— *Partners Federal Credit Union (Serving Disney Cast Members)*

"John was a HUGE hit and everyone loved him! I have never seen a keynote make such a big impact on attendees."

— *SHARE*

"Your keynote... was a key reason why this year's conference was the best and most informative to date."

— *Tommy Thomas, Deputy Under Secretary of Defense*