

Robert Siciliano

Riveting Cyber Social Identity Security Awareness Keynote

Please contact a GDA agent for information.

Topics

- Crime
- Cyber Security
- Risk Management
- Safety
- Social Media
- Technology / Alternate Technology

About Robert Siciliano

Cyber Security Speaker and Security Awareness Trainer ROBERT SICILIANO CSP, is a #1 Best Selling Amazon.com author, CEO of Safr.Me, and the architect of the CSI Protection certification; a Cyber Social and Identity Protection security awareness training program.



Robert is a security expert and private investigator fiercely committed to informing, educating and empowering people so they can protect themselves and their loved ones from violence and crime in their everyday lives, both in their physical and virtual interactions.

Robert is accessible, professional, and ready to weigh in and comment with down-to-earth insights at a moment's notice on breaking news that affects us all.

When the internet was still coming of age, Robert's startup security company's financial holdings were under attack by cybercriminals, and he lost thousands of dollars due to credit card fraud.

In becoming one of the earliest victims of internet crime, Robert gained the knowledge and experience to teach others how they can position and protect not only their companies but also themselves from falling prey to internet thieves. His years of experience, combined with extensive study, have allowed him to become one of the nation's most well-respected and trusted experts on cybercrime. He has worked with such companies as ExxonMobil, Intel, McAfee, MasterCard, Morgan Stanley, Merrill Lynch, KPMG, MIT, Transamerica and UPS, and almost every major media outlet has turned to him for information on identity theft, internet safety, crime prevention and security.

Robert works with both private and public businesses as the president and CEO of IDTheftSecurity.com, and he teaches clients how to keep their money, privacy and data secure against acts of fraud, identity theft, corporate espionage, and purposeful or accidental exposure of private information—all acts that cost companies billions nationwide.

Robert lives in Boston with his wife and daughters. When not spending time with his family or educating audiences about safety, he enjoys long-distance runs (he is a seven-time Boston Marathoner) an avid mariner (he's a Flotilla Staff Officer with the United States Coast Guard Auxiliary) and rides a purple 1987 Harley-Davidson Low Rider—with a helmet to preserve his own safety, of course.

Robert Siciliano Brings Identity Theft, Personal Security, Fraud Prevention and Security to Life

Research shows that identity theft is the fastest growing crime in the country, affecting anywhere from 10 to 13 million Americans each year, and resulting in the loss of as much as a trillion dollars in individual and business assets to fraud. Robert Siciliano describes identity theft as a perfect crime in that it is "the easiest crime to commit and the hardest crime to get caught for." While most people simply assume identity theft affects individuals and not businesses, that assumption couldn't be further from the truth. If you are not actively attempting to defend your business against the breach of corporate data and identity theft, you're a victim waiting to be ripped off—and you need his expertise, now.

Robert is known throughout the country as an expert in identity theft and data breaches in the corporate world. Many members of his audience only realize the value of data protection when they themselves are ripped off or their identity compromised, but he is focused on helping companies take the steps necessary to protect their data from theft without the pain of personal experience. As a bonus, employees can easily apply much of the knowledge that he provides to their personal lives.

Because of the amount of media Robert does and being an expert, he's had the opportunity to hobnob with some of the biggest names in the world, these are some of the people Robert knows or has met and the circles he runs in including ... Carlos Arredondo, he was the cowboy that saved Jeff Bauman,

whose legs were destroyed in the Boston Marathon bombing, which Robert ran in (and was right there at the second bomb), Jake Gyllenhaal played Jeff in the movie “Stronger”.

And that’s Robert with Montel Williams, Howard Stern, Fox News Neil Cavuto, Rock Star Billy Idol, Rudy Giuliani, Mario Lopez, John Stossel, Evander Holyfield, Steve Forbes, Mike Dukakis, Black Panther Star Chadwick Boseman, Alan Dershowitz, Maria Menounos and Tyra Banks.

Select Keynotes

• **Providing Client Security and Ensuring Loyalty: A Guide for Financial Firms**

Every week, Robert Siciliano inevitably hears from a distressed financial advisor who has to rescue a client whose accounts have been compromised. The fact is, your moneyed clients are big targets—and they aren’t necessarily cyber savvy.

Bankers, financial advisors, wealth and asset managers, and investment and financial planners are all in the business of making their clients more money and profiting from their good money advice. But what happens when a client’s account is compromised by an outside source? Your clients turn to you and wonder why you never provided them with the advice or tools to protect themselves and their assets. Now, you can reduce victimization by partnering with your clients in another way: preventing fraud.

As a financial professional, you are perfectly positioned to inform and educate your clients on the easiest and most effective ways to keep their data secure and their identities protected. Equip your clients with the simple tools and effective information to make them secure, and you will be their trusted advisor for life.

In this presentation, Robert will help you:

- ◆ Learn where the weak spots are in your clients’ knowledge of online fraud
- ◆ Empower your customers to be their own security experts
- ◆ Instill loyalty in your clients by providing them with 360-awareness of not only their financial situation but also their security situation

• **Social Media Security: Marketing, Extending and Defending Your Online Reputation**

Twitter, Facebook, YouTube and LinkedIn are popular social networking sites in both the personal and professional lives of business leaders and their employees. However, the risks we face from sharing too much information are substantial—from personal security to damaged reputations to significant business liabilities that put all operations in jeopardy. It doesn’t matter whether you or your employees access these websites and apps on a company computer or a mobile device—the consequences of visiting them are very real when it comes to the privacy and security of a business.

How are you being judged online? What are people saying about you? Do you do business with someone based on how good or bad the reviews are? Do Amazon reviews sway you—and, on the other hand, has Yelp ruined you?

There has never been a better time to build a brand name—and there has never been a worse time to have yours torn down because of bad reviews. Social media encompasses all forms of digital communication and is a fantastic tool for syndicating your brand and getting it in front of your target market, but it’s also the voice of the people—and if you tick off the public, hell hath no fury like a Twitterer scorned.

In this presentation, Robert Siciliano will teach you how to:

- ◆ Incorporate the fundamentals of Online Reputation Management
- ◆ The implications of using social media, for individuals and businesses
- ◆ How to mitigate the dangers of using these websites
- ◆ How to cover your footprints when using social media
- ◆ Devise a strategy to build a solid presence
- ◆ Tactically respond to negative comments
- ◆ Proactively ward off trolls
- ◆ Implement processes and procedures for your employees to follow
- ◆ Learn the tools you need to get your name out there
- ◆ Understand what risks exist online
- ◆ Secure your sites and protect your brand

• **Putting Your Digital Data, Trade Secrets and Proprietary Information on Lockdown: Knowledge is Power You Don't Want to Lose**

In a high-tech, information-based economy, everything we do as a business is recorded and tracked or stolen by someone—whether by your competition, criminal hackers, or a domestic or foreign authority. Once extricated from your hands, the bad guys exploit your valuable information to their advantage or use it against you. It’s not fair, it’s ugly, it’s often illegal and it sucks—specifically, it sucks all the time, energy and effort away from your profits and can ruin your business and your reputation. A fundamental lack of control over your company’s data—via public Wi-Fi, thumb drives, smartphones, tablets, cloud data and social media websites—have changed the way businesses store, manage and

share information—and if you aren't keeping up, you are quickly going to lose control and put your data and corporate information at risk. Remember: You are either in control of your business's cyber data or someone else is.

In this presentation, Robert Siciliano will show you and your staff how to:

- ◆ Protect shared information, stored information, and any intellectual property—online or in the cloud
- ◆ Be smart about computing on the go with your laptop, tablet and smartphone

• **Defending Against the Data Breach: Protect from Spyware, Malware, Ransomware and Keyloggers**

Every few seconds, someone has his or her identity stolen. Computers are hacked, wallets are stolen, credit cards are compromised, credit is ruined...and the instigators make more in a day than most of us make in a year. The fact is, the system we function under is set up to fail—and unless consumers know their options, it's just a matter of time before they are victimized themselves.

There is a reason why we keep hearing about data breaches involving millions of credit card and account numbers: Data breaches cost thousands to millions of dollars per incident, and organizations and corporations take on a huge potential financial loss when it comes to the potential of identity theft and data forfeiture. The bleeding will not stop anytime soon—and the more time you spend uninformed, the better your chances of being targeted.

During this presentation, Robert Siciliano will examine:

- ◆ The clever ways thieves look for—and get—information
- ◆ Numerous strategies you can protect your valuable data
- ◆ How you can use various tools to ensure the data that criminals want are impossible to get

• **Security Appreciation, Not Security Awareness: How Corporations and Financial Institutions are Following Their Hearts to Avoid Being Scammed**

Every few seconds, someone's identity is stolen because data is breached, computers are hacked, credit cards are compromised—and often, as a result, reputations are ruined. When this happens, fingers point at IT, other employees or problem clients. The fact is, the system we function under, combined with the conveniences of technology, is set up to fail due to flawed tech or simple scams. And unless employee and consumer behavior is fundamentally altered, it's just a matter of time before those very employees and consumers all become victims. You may have heard of "security awareness"—and despite its buzzword status, it has not worked. Some studies show anywhere from 15 to 80 percent of consumers or employees still fall for phishing scams, even though they know the risks. Don't get hooked.

In this presentation, Robert Siciliano will explain:

- ◆ Why we fall for the same old tricks over and over again—and how to stop the cycle once and for all
- ◆ The difference between security awareness and security appreciation
- ◆ How to make your employees' and clients' data resistant to social engineering

• **Protect Your Privacy and Credit From Prying Eyes! Identity Theft Protection Prevention and Awareness**

Every few seconds, someone's identity is stolen. Computers are hacked, wallets are stolen, credit cards are compromised and credit is ruined. The fact is, the system we function under is set up to fail—and unless consumers know their options, it's just a matter of time before they are victimized themselves.

In the identity theft program, you will learn time- and money-saving techniques to prevent identity theft from taking over your life. Get the scoop on all the various automated tools consumers can set up to monitor their identities and secure their information, no matter whose hands it's currently in. When you make your data and identity a tougher target to hit, you render it essentially useless to a thief.

In this presentation, Robert Siciliano will:

- ◆ Share tricks of the trade and tools that people can use to take responsibility for their personal and business data
- ◆ Explore the journey of "innocuous" paper or digital information—and how it can wind up in the wrong hands
- ◆ Reverse-engineer criminals' strategies to teach you how to use these strategies to protect yourself

• **Take Charge, Fight Back!: Street-Smart, Street-Safe Personal Security**

It's not just law enforcement professionals and first responders—ordinary men, women and children face risk every day. Consider real estate agents, auto-show presenters, nurses, and many other professionals who interact with strangers—and are often unprepared for an attack by known and unknown assailants. Even when not on the job, children, teens and women face potential assault and abduction, and teens and college students often make themselves vulnerable online and away at school.

With a light touch and serious knowledge, Robert Siciliano will:

- ◆ Teach you the fundamentals of personal security, both in the physical and virtual worlds
- ◆ Help you devise an effective ongoing personal and office security plan

- ◊ Offer strategies for holding a safe open house and conducting safe personal marketing
- ◊ Show you how to take control with self-defense strategies
- ◊ Help you create a “home safe” plan for your family, both at home and out in the world, regardless of scenario

• **Mortgage and Real Estate Fraud: A Real House of Cards**

Did you know mortgage and real estate fraud is one of the most profitable of all organized criminal acts? With buyers, sellers, mortgage brokers, banks, appraisers, housing inspectors and real estate agents in the mix, a combination of just a couple of these parties working together to “fudge and flip” a transaction can result in hundreds of thousands of dollars lost to myriad innocent parties—and once the fraud is discovered, the finger-pointing begins. In one scam alone, fake documents were used to purchase more than 300 homes valued at \$51 million—and that isn’t even taking into account the exorbitant fees the forgers charged for the service of producing those documents. You can prevent this from happening on your watch by being informed, understanding your options, and knowing what red flags to look for from the start in order to proactively protect yourself and your clients.

In this presentation, Robert Siciliano will cover:

- ◊ The costs and impact of fraud, including who is doing it and how
- ◊ Different types of fraud
- ◊ Fraud hotspots and red flags
- ◊ Knowing your rights, including what you are signing and how to protect your business and your clients

• **Active Shooter Workplace Violence Prediction and Prevention: Spotting the Red Flags**

“If you see something, say something” is a familiar refrain on public transportation and at sporting events, but it doesn’t work without open, proactive, security-conscious minds to go with open eyes and open mouths. Every school shooting and workplace shooting—could have been prevented with crowdsourced awareness. So many perpetrators of violence telegraph their intentions to the world in obvious ways, and yet we are conditioned to see the best in people—but the reality is, organizations that do nothing and say it can’t happen to them are the most grievously unprepared.

In this workplace violence prevention presentation, Robert Siciliano will teach you:

- ◊ How to spot the red flags that the public, at-risk students and employees exhibit
- ◊ Methods to best educate and inform front-line employees, managers and supervisors
- ◊ Ways you can create an observant and security-conscious company culture

• **Corporate Travel Security at Home and Abroad: Strangers in a Strange Land**

There’s nothing like getting out of the office and away from your troubles...until trouble finds you. Whether you are traveling for business or pleasure, there are certain pitfalls you face when leaving the comforts of home. With so much (or little) advance planning, distractedly packing half your life into a few small bags can make even the most seasoned traveler a target for thieves and kidnappers. On top of that, different cultures pose different risks, and vacationers and business travelers alike are at a disadvantage among the locals.

In this travel security presentation, Robert Siciliano will help you discover:

- ◊ The ins and outs of travel security when packing, in airports, on airplanes, at the rental car counter, on the road and in hotels
- ◊ The various scams and ruses that befall travelers
- ◊ How to become a tougher target when on the road or in a new place
- ◊ Ways to research each destination and put systems in place to keep you, your family and your employees safe and secure

Select Book Titles

- **2019:** Identity Theft Privacy
- **2015:** 99 Things You Wish You Knew Before...Your Identity Was Stolen
- **2013:** 99 Things You Wish You Knew Before Your Mobile Device Was Hacked
- **2003:** The Safety Minute: Living on High Alert; How to Take Control of Your Personal Security and Prevent Fraud

Select Articles

- [How To Protect Your Digital Identity and Save 1000s of Dollars](#)

To begin, start with the basics so you understand the fundamentals. I suggest reading “5 Digital Security Tips That You Should Always Beware Of” to get up to speed and make sure you have systems in place to protect your data.

- [How the Weaponization of Social Media Has You Conned](#)

Company leaders understood that the weaponization of social media is the act of manipulating facts by spreading disinformation for propaganda. This act is accomplished by a coordinated effort using viral memes, emotionally charged videos, and clickbait headlines.

- [A Guide to How Hackers Hack](#)

Here's a brief guide to help you understand how a hacker can hack.

- [Consumers Warned After Phone App Cited in Porch Package Thefts](#)

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- [Protecting Against Data Breaches Is as Easy as 1 - 2](#)

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- [Could Your Holiday Gift Be a Security Threat?](#)

Could Your Holiday Gift Be a Security Threat?

- [Create a Back-Up Plan for Your Data](#)

Create a Back-Up Plan for Your Data

- [No Business Too Small to Be Hacked](#)

No Business Too Small to Be Hacked

Select Testimonials

We engaged Robert as our keynote speaker for our company's annual Security Awareness Week and he shared four highly engaging and easily applicable presentations with more than 4,000 global employees. As an information security professional, I know firsthand how difficult it can be to take very conceptual threats and make them relevant to a large audience. Robert's storytelling abilities and his direct style made him easily relatable to our people. We received outstanding feedback and requests from employees to share Robert's presentations with their families and friends.

— *Caterpillar Inc.*

You will be pleased to know that you scored a 4.71 out of a possible 5 on evaluations of your session. Exceptionally well done.

— *Colleen Wessel | GMAC Home Services*

Very valuable seminar. Overall rating of seminar – 4.56 out of 5.

— *Donna Atkinson | West Virginia Bankers Association*

On our meeting evaluations you scored a 9.8 out of 10 points and our members have given us numerous comments about what a wonderful and exciting presentation you put together.

— *Glenn Mueller | Domino's Pizza*

We hired Robert to be our Keynote speaker during an annual Security Education Week within our company and could not have been more impressed. He was very professional, high energy and a truly well educated on a variety of different security topics. We received so much positive feedback regarding his presentation. His presentation really encompassed so much of what we are always trying to teach our associates each and every day through our own in house security training. Robert was also willing to open up to the audience about his personal life and we were all so moved hearing about his reaction first hand to the events that happened in Boston. Thank you Robert!

— *Lauren Zink | Senior Business Security Analyst at Diebold*

Robert Siciliano is a fantastic speaker! People are still talking about what a great speaker he was and he spoke to us over 3 months ago. He knows his material, kept everyone entertained and had a lot of valuable information to give. We will definitely get him back to our study club to again.

– Nancy Jones, LPSC Coordinator, A Chapter of the Seattle Study Club

Robert was our keynote speaker at NAR's Annual Risk Management Forum. He was fantastic. He kept the audience riveted and engaged throughout his presentation, and our attendees left the seminar with valuable information that will help them stay safe in the field and online. I would recommend Robert as a speaker to anyone wishing to bolster the safety practices of their clients, vendors, or employees.

– National Association of Realtors

I am thrilled that we had Robert speak at the Philadelphia CIO Forum in May. Not only is he a dynamic speaker who captures your attention with his demeanor, but the content of this presentation is riveting—in a very scary and somewhat paranoia-laden way! There are things we all should be paying attention to, and many don't even realize how much of their information is just “out there” for the taking. I wish I could have him once a week at our management meetings, to keep people aware of all the threats to our company security there are—from within as much as from external sources! I'm definitely keeping him in mind for our next annual meeting.

– VerisVersalign

Robert was an absolute home run to drive home vital personal security information and tips to keep our employees and organization safe from the increasing volume of threats faced everyday. The positive feedback received from the four sessions Robert taught was amazing and he was clearly the keystone aspect of our Security Awareness week. Both dynamic and engaging, his ability to connect with all 2700 employees really was a huge value added...he made us all smarter and safer.

– Wealth Advisory Associate