## The Four Faces of the CISO

- **Strategist**: Drive business and cyber risk strategy alignment, innovate and instigate transformational change to manage risk through valued investments.
- **Advisor**: Integrate with the business to educate, advise, and influence activities with cyber risk implications.
- **Guardian**: Protect business assets by understanding the threat landscape and managing the effectiveness of the cyber risk program.
- **Technologist**: Assess and implement security technologies and standards to build organizational capabilities.

### Cyber Threat Intelligence for CISOs and Senior IT Executives

Chief Information Security Officers (CISOs) and senior IT executives make strategic decisions about cybersecurity. They need to allocate human and technical resources to where they can have the biggest impact reducing risks. That means they have to understand who is most likely to attack their enterprise and what assets those attackers will target. They also must be able to separate genuine threats from hype, and communicate with the CEO and board about how the IT organization is responding.

### Challenges Facing CISOs

The challenges facing today’s CISOs and senior IT executives include:

- Judging competing budget requests to determine what investments in programs, staff and technology are strategic for reducing risk.
- Sifting through a continuous deluge of reports, analysis and hyperbole from media, analysts and vendors, in order to prioritize threats relevant to their specific enterprise.
- Communicating with top executives and board members to keep them appraised about threats to their enterprise and the IT organization’s response to those threats.
How CISOs & Executives Win with Cyber Threat Intelligence

CISOs and other senior IT executives are using cyber threat intelligence to identify and prioritize risks to the business, to make better strategic decisions on plans, budgets, and staffing, and to communicate with the CEO and board in business terms about operational and financial risks, threats, and security preparedness.

How Cyber Threat Intelligence Helps

1. Risk Prioritization: Protect Against the Most Damaging Threats
   Cyber threat intelligence helps CISOs and senior IT executives cut through the noise and focus on the threats most likely to have a major impact on their enterprise. Threat reports provide information on threat actors targeting specific industries, geographies, and enterprise types, as well as on their tactics, techniques, and procedures (TTPs). Threat diagnostics identify an organization’s threat profile, highlighting the threat sources actively targeting their assets and associated tactical and strategic implications. This knowledge enables CISOs and senior executives to prioritize risks to a given enterprise and identify appropriate policies, process improvements, and technologies for managing them.

2. Risk Assessment of New Initiatives: Prepare Before You Leap
   Entering (or exiting) new markets and regions or adopting new technologies involves unforeseen risks. Cyber threat intelligence prepares enterprises for new initiatives by pointing out unanticipated threats, such as the cybercriminals who are active in new markets, hacktivists (and sometimes governments) that target companies operating in certain regions, and attacks that exploit vulnerabilities in new applications and technologies. This type of information can be obtained from threat analysis of new markets, regions, and technologies, and from customized queries and discussions with cybersecurity researchers.
3. Planning, Budgeting and Staffing: Spend and Hire Wisely
Cyber threat intelligence can give CISOs and senior IT executives a strategic picture of their “threat landscape.” This includes a high-level view of the threat actors and threats they face, the information assets being targeted in similar enterprises, and available countermeasures. This information helps top managers assess their current security posture and make key decisions about investing in security programs, new technologies, and security staff with new skills.

4. Executive Communications: Keep Everyone on the Same Page
Today, CEOs and board members are bombarded with media reports about cybercriminals, hacktivists, and catastrophic data breaches. CISOs and senior IT executives need to be proactive about keeping top executives informed about genuine threats to the enterprise and why the IT organization is investing in specific programs, technologies and staff.

Threat intelligence can help CISOs and senior IT executives communicate with non-technical top executives in terms of risks and threats to the business and the financial and political goals of threat actors. It can help them respond quickly and accurately to questions about incidents publicized in national and industry media, as well as cybersecurity priorities. When incidents occur, threat intelligence can help IT executives better inform the CEO and board about potential responses, so everyone can agree on appropriate next steps.

The bottom line
- Reliable, strategic, actionable intelligence from iSIGHT Partners can help the CISO and IT executives:
  - Identify and prioritize risks based on threat intelligence that’s relevant to your enterprise.
  - Assess the risks of new business initiatives with more confidence.
  - Make better strategic decisions on security budgets and staffing.
  - Respond effectively to incidents through a better understanding of threat actors and their tactics, techniques and procedures.
  - Keep top management aligned about risks, threats, security preparedness and responses.