EXEC ASSISTANTS

Hacking the Corporate Comms Jungle

2016 SANS Security Awareness Summit  |  Jason Hoenich
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SONY PICTURES ENTERTAINMENT
10K USERS
10 LANGUAGES

PROGRAM MANAGER, SECURITY AWARENESS
THE WALT DISNEY COMPANY
100K USERS
17 LANGUAGES
DISCOVERY
THE SITCH

PHISHING ATTACK
- Active attacks
- Live exploits

VALIDATED RISK
- Users clicking
- Variants – can’t completely filtered
- Unpatched vulns
THE ROADBLOCK(S)

APPROVAL PROCESS
• Several senior execs
• Multiple day process

OTHER COMMS
• Up against existing comms previously scheduled
• “Too many emails”

SOLUTION
• Send in 3 days
• Blog post
THE FIX

GET COVERAGE

• Needed info disseminated
• Targeted high risk BU’s

SUPPORTERS

• Mental list of “champions”
• Identified about 10 key contacts within BU’s

RESULTS

• Covered all BU’s within 30 minutes
• Spread to additional BU’s within hours
• Posts on internal Social networks
• Verification inquiries from dozens of teams not targeted
PATTERNS

SOCIAL CONNECTORS

• Followed up w/ recipients
• Each include highly social users

SENIOR EXEC ASSTS

• Most “connectors” were EA’s
• Lateral umbrella effect

VIRAL MESSAGES

• Genuine interest
• Relevant
• Timely
CONNECTORS

EFFICIENCY
• Least amount of steps
• Highest return on effort

SENIOR EXECUTIVES
• EVP
• Some SVP, BU specific

COMMUNITY
• <150 members
RECRUITING

HAND WRITTEN NOTES
• Personal emails
• Simple, to-the-point

5 MINUTE SELL
• EA’s time is valuable
• If not them, who?

DEMANDS
• Exactly what I wanted
• How much time
• How often
PROVING GROUNDS
(OR HOW I DISMANTLED THE NAYSAYERS)
OOCHING

MINI-EXPERIMENTS

• Prove small
• Expand successfully

RESOURCES

• Holiday Shopping tips
• Videos
• Social Media tips

CORP COMM APPROVAL

• Heads up
• Approval for large distros
• Okay for small segments
IN CLOSING...

IDENTIFY CONNECTORS

• EA’s
• Senior Executives
• Vocal

PERSONAL OUTREACH

• Make it feel 1:1
• Favors
• “Etsy” experience

SWAG

• High quality
• “Thank you”
• Surprise vs bribe