

To Excel, Recognize Which Type Of CISO Your Business Needs

Laura Koetzle

VP, Group Research Director

BOLD

AT

WORK

Let's compare two businesses

Global medical device company

- €10B in annual revenue; public
- Sells to hospitals and medical testing labs
- Building customer-facing cloud platform to support all medical devices
- Mature information security program

Let's compare two businesses

Global medical device company

- €10B in annual revenue; public
- Sells to hospitals and medical testing labs
- Building customer-facing cloud platform to support all medical devices
- Mature information security program

European online fashion retailer

- €1B in annual revenue; private
- Suffered a high-profile data breach in 2020; incurred €20m in GDPR fines
- Previous CISO and CTO exited after breach
- Investing in significantly upgrades to security and privacy programs

Let's compare two businesses

Do these two companies need the same type of CISO?

Global medical device company

- €10B in annual revenue; public
- Sells to hospitals and medical testing labs
- Building customer-facing cloud platform to support all medical devices
- Mature information security program

European online fashion retailer

- €1B in annual revenue; private
- Suffered a high-profile data breach in 2020; incurred €20m in GDPR fines
- Previous CISO and CTO exited after breach
- Investing in significantly upgrades to security and privacy programs

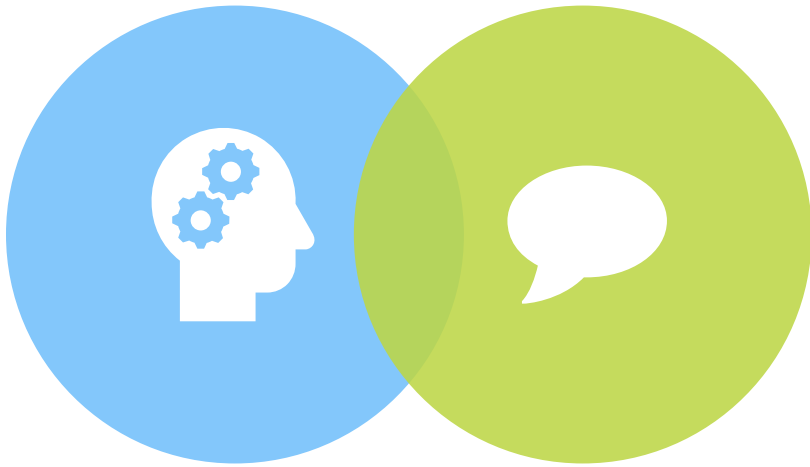
The six types of CISO



01 Transformational

- Customers & business outcomes
- Turn around
- Strategic

The six types of CISO



01 Transformational

- Customers & business outcomes
- Turn around
- Strategic

02 Post-breach

- After major breach
- Intense media & board attention
- Significant investment

The six types of CISO



01 Transformational

- Customers & business outcomes
- Turn around
- Strategic

02 Post-breach

- After major breach
- Intense media & board attention
- Significant investment

03 Tactical / Operational expert

- Sort out technical issues
- Gets stuff done
- Action oriented

The six types of CISO



01 Transformational

- Customers & business outcomes
- Turn around
- Strategic

04 Compliance Guru

- Deep knowledge of compliance requirements
- Security is a risk management conversation

02 Post-breach

- After major breach
- Intense media & board attention
- Significant investment

03 Tactical / Operational expert

- Sort out technical issues
- Gets stuff done
- Action oriented

The six types of CISO



01 Transformational

- Customers & business outcomes
- Turn around
- Strategic

04 Compliance Guru

- Deep knowledge of compliance requirements
- Security is a risk management conversation

02 Post-breach

- After major breach
- Intense media & board attention
- Significant investment

05 Steady State

- Stays as is
- Balance between minimal change and keeping up
- Not rock the boat

03 Tactical / Operational expert

- Sort out technical issues
- Gets stuff done
- Action oriented

The six types of CISO



01 Transformational

- Customers & business outcomes
- Turn around
- Strategic

04 Compliance Guru

- Deep knowledge of compliance requirements
- Security is a risk management conversation

02 Post-breach

- After major breach
- Intense media & board attention
- Significant investment

05 Steady State

- Stays as is
- Balance between minimal change and keeping up
- Not rock the boat

03 Tactical / Operational expert

- Sort out technical issues
- Gets stuff done
- Action oriented

06 Customer Facing Evangelist

- The “face” of the firm’s commitment to cybersecurity
- Taken up charge of the firm’s security and their products & services

Let's go back to our two businesses from earlier

Which type of CISO does each company need?

Global medical device company

- €10B in annual revenue; public
- Sells to hospitals and medical testing labs
- Building customer-facing cloud platform to support all medical devices
- Mature information security program

European online fashion retailer

- €1B in annual revenue; private
- Suffered a high-profile data breach in 2020; incurred €20m in GDPR fines
- Previous CISO and CTO exited after breach
- Investing in significantly upgrades to security and privacy programs

Let's go back to our two businesses from earlier

Which type of CISO does each company need?

Global medical device company

- €10B in annual revenue; public
- Sells to hospitals and medical testing labs
- Building customer-facing cloud platform to support all medical devices
- Mature information security program

Transformational

European online fashion retailer

- €1B in annual revenue; private
- Suffered a high-profile data breach in 2020; incurred €20m in GDPR fines
- Previous CISO and CTO exited after breach
- Investing in significantly upgrades to security and privacy programs

Let's go back to our two businesses from earlier

Which type of CISO does each company need?

Global medical device company

- €10B in annual revenue; public
- Sells to hospitals and medical testing labs
- Building customer-facing cloud platform to support all medical devices
- Mature information security program

Transformational

European online fashion retailer

- €1B in annual revenue; private
- Suffered a high-profile data breach in 2020; incurred €20m in GDPR fines
- Previous CISO and CTO exited after breach
- Investing in significantly upgrades to security and privacy programs

Post-breach

Thank You.

Laura Koetzle

lkoetzle [at] forrester [dot] com

BOLD

AT

WORK