

# RSA® Conference 2019

San Francisco | March 4–8 | Moscone Center

## Security At 36,000 Feet

BETTER.

**Emily Heath**

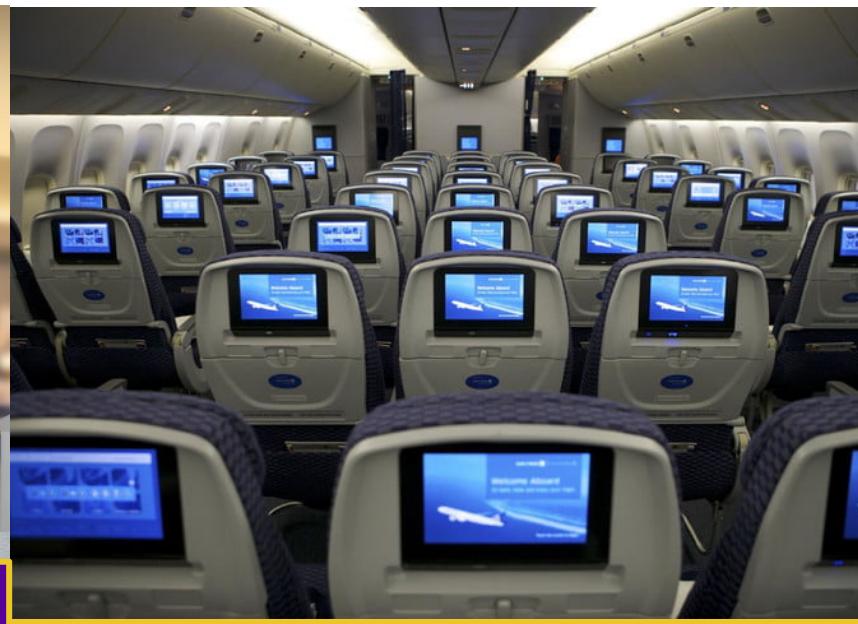
Vice President & CISO  
United Airlines  
@CISOEmilyHeath



# Agenda

- The United footprint
- How we frame our security program
- Our philosophy and approach
- Things to apply to your program
- An eye on the future





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BRINKER/MARILYN Boarding Group 3

Gate B8 Seat 22F

Boarding begins 9:40 AM Boarding ends 10:15 AM

See 142

View flight status

UA 499 10:20 AM CHICAGO-OHARE FRI, OCT 26, 2017 1:12 PM SAN FRANCISCO FRI, OCT 26, 2017

Confirmation: HTEWB Cabin: ECONOMY Frequent Flyer: UJ123456

Check in and get a mobile boarding pass

AT&T LTE 9:00 AM 100% UNITED

BRINKER/MARILYN Boarding Group 3

Gate B8 Seat 22F

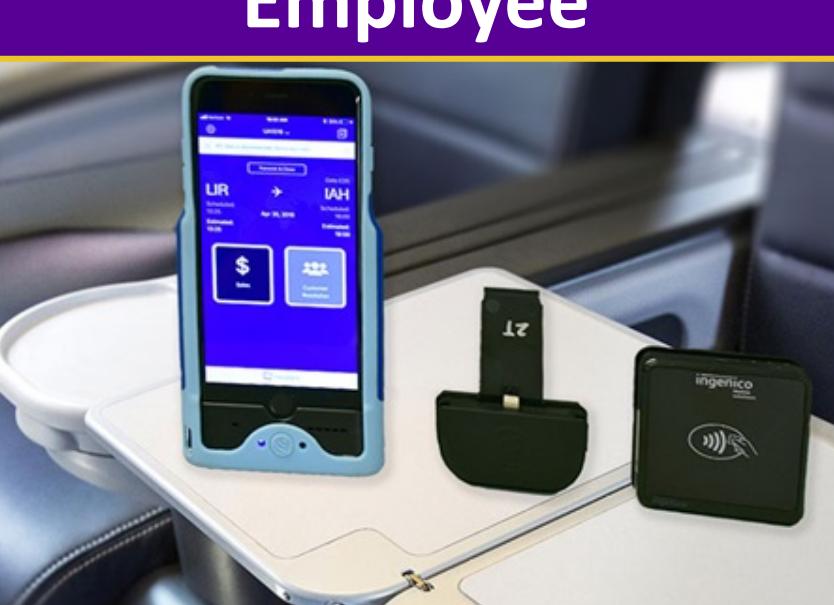
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See 142

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## Ecosystem



STAR ALLIANCE



# How We Frame Our Security Program

## Underlying Infrastructure & Networks

- Computers
- Servers
- Networks
- Cloud environment
- Applications
- Mobile devices
- Etc.

## Sensitive Data

- Employee data
- Customer data / Personally Identifiable Information (PII)
- Compliance data (Sarbanes Oxley, GDPR, etc.)
- Financial data
- Strategic / company data

## Critical Operational Systems

- Critical systems that run the airline
- Operational systems without sensitive data
- Systems that could cause operational or financial impact

## Aviation Ecosystem

- Aircraft
- Airports
- 3rd party & supply chain
- Government agencies & partnerships (DOT, DHS, TSA, FAA, etc.)

# Our Philosophy & Approach

## Business First

- Get clear on what matters to your company the most, where are the greatest risks?
- Partner with & serve your business
- What are the critical functions that run your business? Think beyond data & protect your operations too.
- Risk is inevitable, we will need to accept some – make sure it is conscious, agreed upon and documented

## Culture & Brand

- Honesty and transparency – talk about security, risk and real threats
- It is our responsibility to educate, advise and inform so the business can make risk based decisions with all the facts
- We must encourage creativity – cyber risks are ever evolving, doing things the way we have always done them wont work

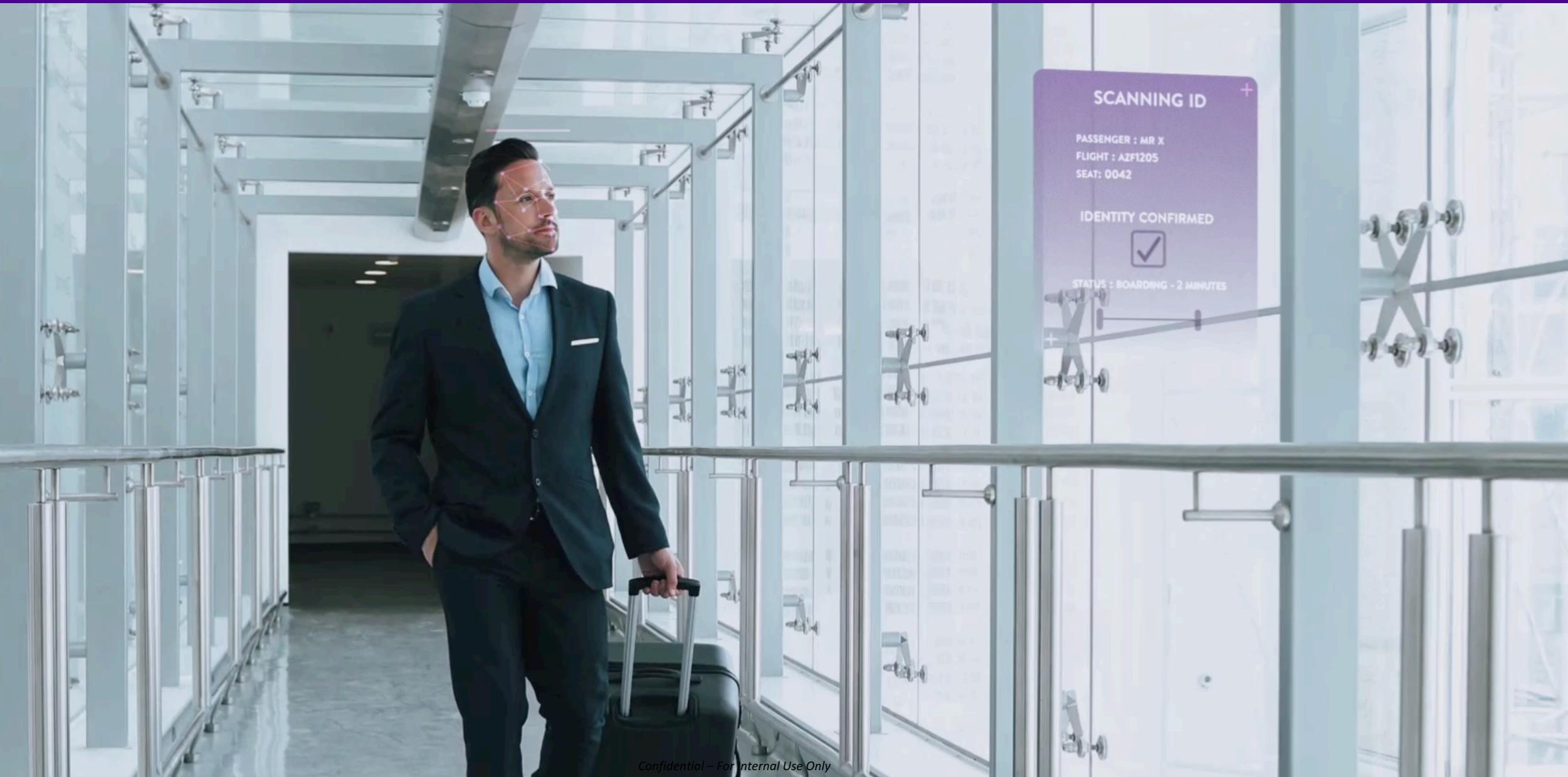
## Talent & Team

- As leaders we have an obligation to create a team environment that is set for everyone's best success
- Diverse workforce is game changing – what does that mean to you?
- How are you preparing for the skills you will need to solve tomorrow's problems, not today's?
- Hire for skills, not for titles

# Things To Apply to Your Program

- *Really understand your ecosystem*
  - Think about operations, not just infrastructure and data
  - What does your supply chain look like
  - How does the convergence of physical and cyber affect your business
- Take charge of your culture & brand
  - Lead with transparency
  - Serve your business partners
  - Offer to give cyber briefings anywhere you can – evangelize!
- Commit to leading with a diverse mindset – our industry needs you to inspire change
  - Partner with non profits and community colleges
  - Commit to a diverse slate of candidates when hiring
  - Lead with heart – we're human beings before we're anything!

# A Peek Into The Future of Travel...





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Thank You!