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# Becoming an InfoSec Rock Star

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# Customer Success



What Support thinks we do.



What Professional Services thinks we do.



What Sales thinks we do.



What JB thinks we do.



What the customer thinks we do.



What we actually do

# What Customer Success IS

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The goal of Customer Success is to drive up-sells by creating new opportunities.

1. Part of the Sales Organization
2. Trusted Advisors
3. Team of Rock Stars!



# Did he really just say InfoSec Rock Star?

## rock star

*noun*

noun: **rock star**

a famous and successful singer or performer of rock music.

"a teen-idol rock star"

A person who is **renowned or revered** in his or her field of accomplishment..

"he was a total rock star with dealing with that client"



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# Your tech-skills are REQUIRED but not enough.

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- **Uniqueness**

- Cogs are invisible. Rock Stars are not.

- **Respect**

- Credibility
  - Trust
    - Key component is consistency.

- **Creativity**

- Flexibility

- **Confidence**

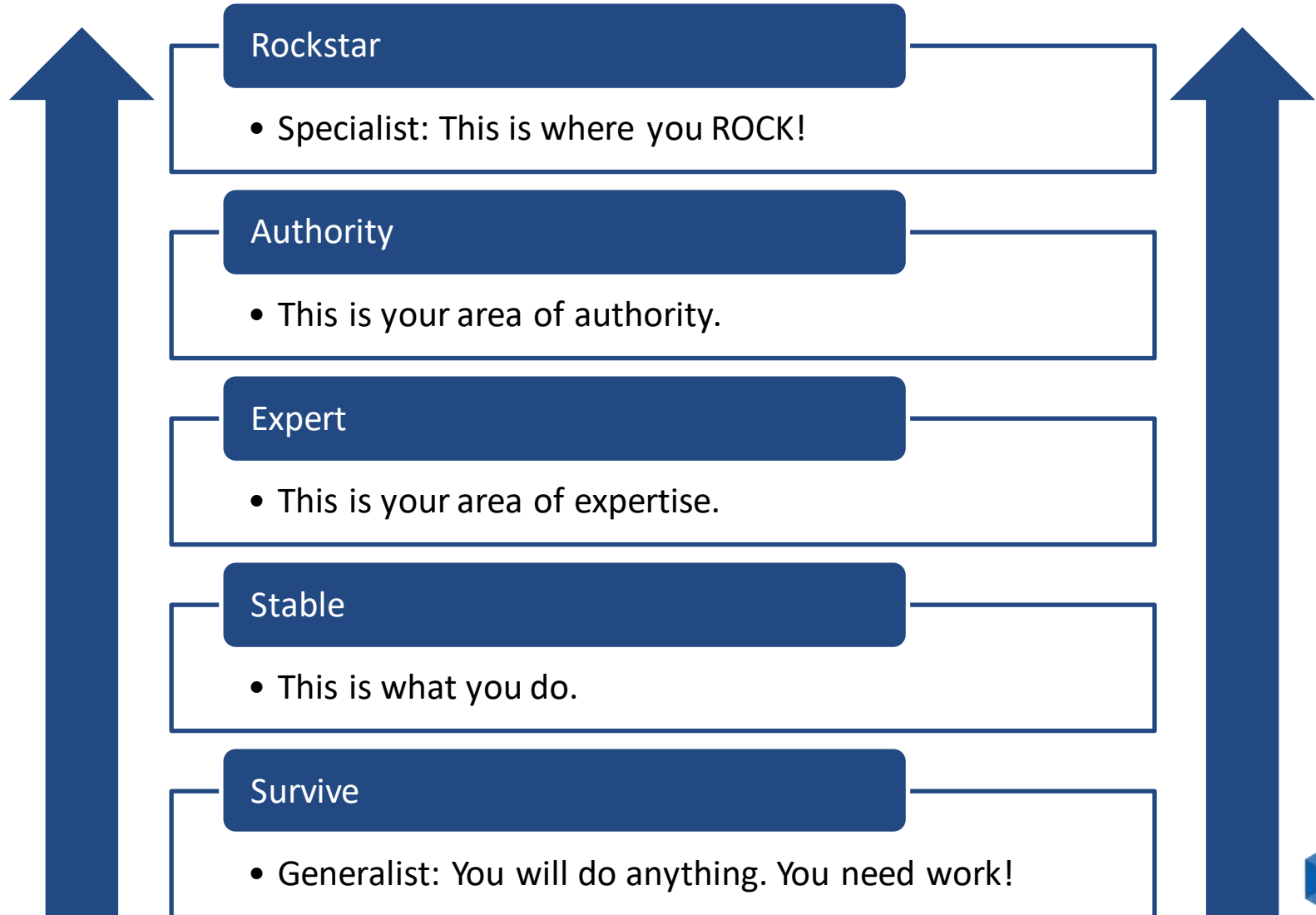
- Fake it till you make it.

- **Passion**

- People feed off of it!



# The Five Levels to Rock Star





## 3 simple steps to Rock Star status...

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Rock Your Time



# Time Management – Key Concepts

- You are **never** going to be caught up.
- Think strategically
- Prioritization
- Schedule your time or time will own you!
- Use travel/commute time.
- Reserve time for unplanned events.
- Life balance

“If you don’t know where you are going, you’ll end up someplace else.” – Yogi Berra

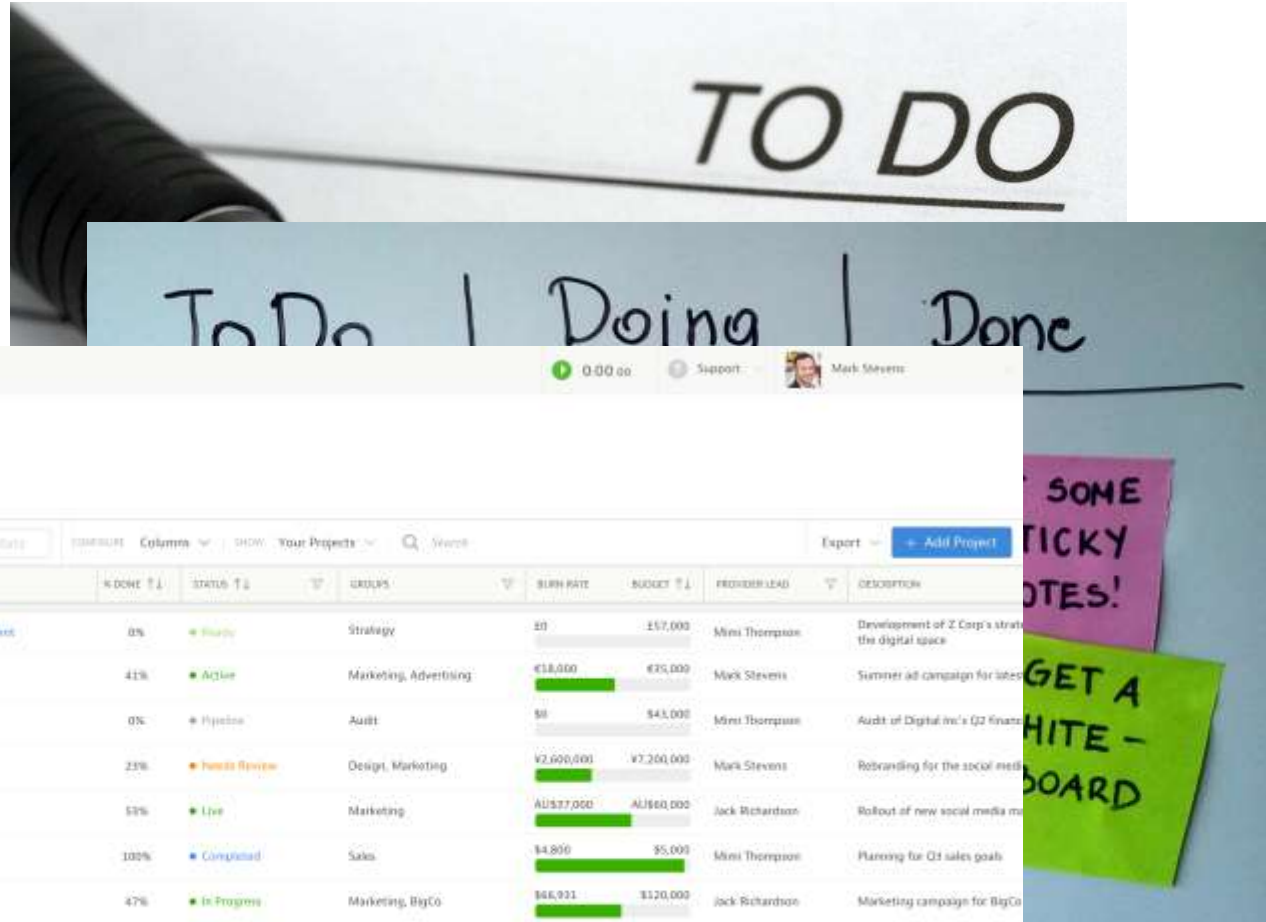


“If it’s your job to eat a frog, it’s best to do it first thing in the morning. And if it’s your job to eat two frogs, it’s best to eat the biggest one first.”  
– Mark Twain



# Tools for Time Management

- To-Do List
- Kanban Boards
- Project Lists



The screenshot shows a project management software interface with a sidebar on the left containing navigation links: DASHBOARD, PROJECTS, TEMPLATES, TASKS, TIME & EXPENSE, BILLING, PLANNING, ANALYTICS, and SETTINGS. The main area is titled 'Projects' and shows a list of projects with columns for Title, % Done, Status, Groups, Burn Rate, Budget, Provider Lead, and Description. The projects are listed in a table with progress bars and status indicators.

Title	% Done	Status	Groups	Burn Rate	Budget	Provider Lead	Description
Z Corp Digital Strategy Assessment	0%	Ready	Strategy	\$0	\$17,000	Mini Thompson	Development of Z Corp's strategy for the digital space
Z Corp Ad Campaign	41%	Active	Marketing, Advertising	\$18,000	\$35,000	Mark Stevens	Summer ad campaign for sales
Digital Inc. Q2 Audit	0%	Upcoming	Audit	\$0	\$43,000	Mini Thompson	Audit of Digital Inc.'s Q2 financials
Media International Rebranding	23%	Pending Review	Design, Marketing	\$2,600,000	\$7,200,000	Mark Stevens	Rebranding for the social media
Digital Inc. Social Media Rollout	53%	Live	Marketing	\$19,377,000	\$1,860,000	Jack Richardson	Rollout of new social media
Internal Sales Planning	100%	Completed	Sales	\$4,800	\$5,000	Mini Thompson	Planning for Q1 sales goals
BigCo Marketing Campaign	47%	In Progress	Marketing, BigCo	\$66,921	\$120,000	Jack Richardson	Marketing campaign for BigCo
ACME Website Redesign	35%	At Risk	Design, ACME Inc.	\$22,000	\$10,000	Mark Stevens	Redesign of the ACME website branding and marketing campaign
BigCo Mobile App	53%	Blocked	BigCo	\$17,400	\$17,000	Mark Stevens	New native mobile iOS application
ACME E-Commerce Platform	12%	Scheduled	ACME Inc.	\$8,893	\$40,000	Mark Stevens	Development of a platform to replace e-commerce



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Rock Your Image

# Branding.

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**A brand is a promise. It prevents something from being a commodity.**

- The Customer Success Brand:
  - Knowledgeable
  - Trust (Consistency)
- What people think of you matters.
  - Respect > Like
- Define your personal brand.
  - Commodities are replaceable. Stand out and be unique!
  - Frame your brand around your passion.



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# Branding Components

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- Certifications
  - Give credibility by demonstrating your knowledge.
    - Great for people with limited experience.
  - Certification Snowball
    - COMPTIA - Sec+
    - (ISC)2 - SSCP
    - (ISC)2 - CISSP
    - ???





# Appearance

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- Your Physical Appearance
  - Regional differences
  - Venue differences
  - N+1 Rule
- Your Online Appearance
  - Google yourself
  - Put your best foot forward.
  - Grandmother Rule.





# Personal Branding Suggestions

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- Join the Community.
  - ISSA, InfraGard, ISACA, OWASP, AITP, Defcon Groups, 2600, etc
- Volunteering.
- Speaking.
- Blogging.
  - Commenting on others.
  - Writing your own.
- Social Media
  - Internal.
  - External.





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Rock your People

# Part One: Your Team

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- Customer Success
  - Collaborate
    - Answering questions
    - Attending calls
- Sales Team
  - Educate
  - Demonstrate
  - **SCALE**
    - Turn your team into trusted advisors!



## Part Two: Your Clients

- Constant Communication.
- Reciprocate on Social Media.
- Call out your clients.





A close-up, low-angle shot of a crowd at a concert. Numerous hands are raised in the air, making the 'rock on' or 'devil horns' gesture. The lighting is warm and golden, suggesting late afternoon or sunset. The background is blurred, showing more of the crowd and some structural elements of the venue. The text 'Rock Star Pro-Tips' is overlaid in the center in a white, bold, sans-serif font.

# Rock Star Pro-Tips