



BOSTON APPLICATION SECURITY CONFERENCE

The bearer of this certificate attended the following presentation on **Saturday, April 5, 2025, from 11:30 AM to 11:55 AM** at the Microsoft Technology Center, 5 Wayside Road, Burlington, MA 01803.

TALK - The Carrot vs. The Stick: Making a Positive Impact on the Security + Developer Relationship – Mark Maney

Agenda: The traditional "stick" approach to security—punitive measures and rigid enforcement—often strains the relationship between developers and security teams. This session advocates for a "carrot"-focused strategy that integrates security into developer workflows, emphasizing collaboration, real-time feedback, and automation to reduce friction and foster trust. Learn how empowering developers with tools and actionable insights can encourage secure coding practices, reduce vulnerabilities, and boost productivity. By aligning security goals with developer needs, teams can achieve better outcomes and cultivate a culture of shared accountability. This talk offers practical frameworks and examples to redefine collaboration between developers and security teams in modern software development.

Please retain this certificate as evidence of your attendance at this presentation and submit a claim for **ONE CPE CREDIT** in accordance with the guidelines of your certifying organization.

