



# Mike Winkler

Director IT Security &  
Compliance (CISO)  
Matthews International  
Corporation



# Why am I here?

## Goals for tonight

1. Discuss Information Security as a career.
2. Understanding how to navigate the job landscape.
3. Have an active discussion about anything IT Security you want to know about.
4. Learn something interesting I didn't know before.

# Let's Talk

- Lectures are BORING
  - So let's not do that
- Talk to me!
  - Interrupt, ask, engage
- Side Trips & Analogies
  - Yes please
- Opinions Ideas Arguments
  - The more the better
- Be Here Now
  - Not on phones

*"If you all agree, half of you are redundant!"*



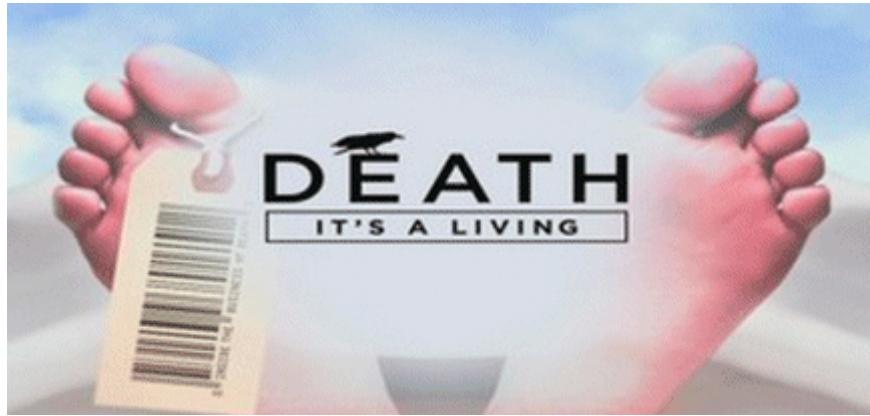
|   |                 |
|---|-----------------|
| 1 <sup>st</sup> computer, 1984            | Apple IIe       |
| Grade in my only undergrad computer class | D               |
| First job working with computers          | DOS App Support |
| First <u>interesting</u> computer job     | Video Toaster   |
| Ran my own company                        | Career Lesson 1 |
| VP 3D Imaging Technology                  | Lightwave 3D    |
| Thank you for calling technical support   | IT Boot Camp    |
| The Virus Guy                             | NIMDA           |
| OUTSOURCED!!                              | Career Lesson 2 |

## About Me



# More About Me

- Welcome Back!
  - PCI – USSS – FBI – FRAUD – BREACH
  - DLP – Crews for Shoes
  - Forensics - The things people will do at work
  - Encryption – is easy... to get wrong
- When you know it's time to leave
- Director IT Security Schawk!
  - PSPG
  - Global Data Center Design / MPLS / Fiber Mesh



# Today

- **Matthews International**
  - They do what???
  - Career Lesson 3
    - Starting Over
    - The acquired
    - Managing Expectations
    - Thriving in uncertainty
  - Rebuilding global networks
  - Establishing enterprise services

THE WALL

Round 2

\$100,002

1 2 3 4 5 6 7

- \$100
- \$10
- \$1
- \$25,000
- \$25,000
- \$1
- \$100,000
- \$1

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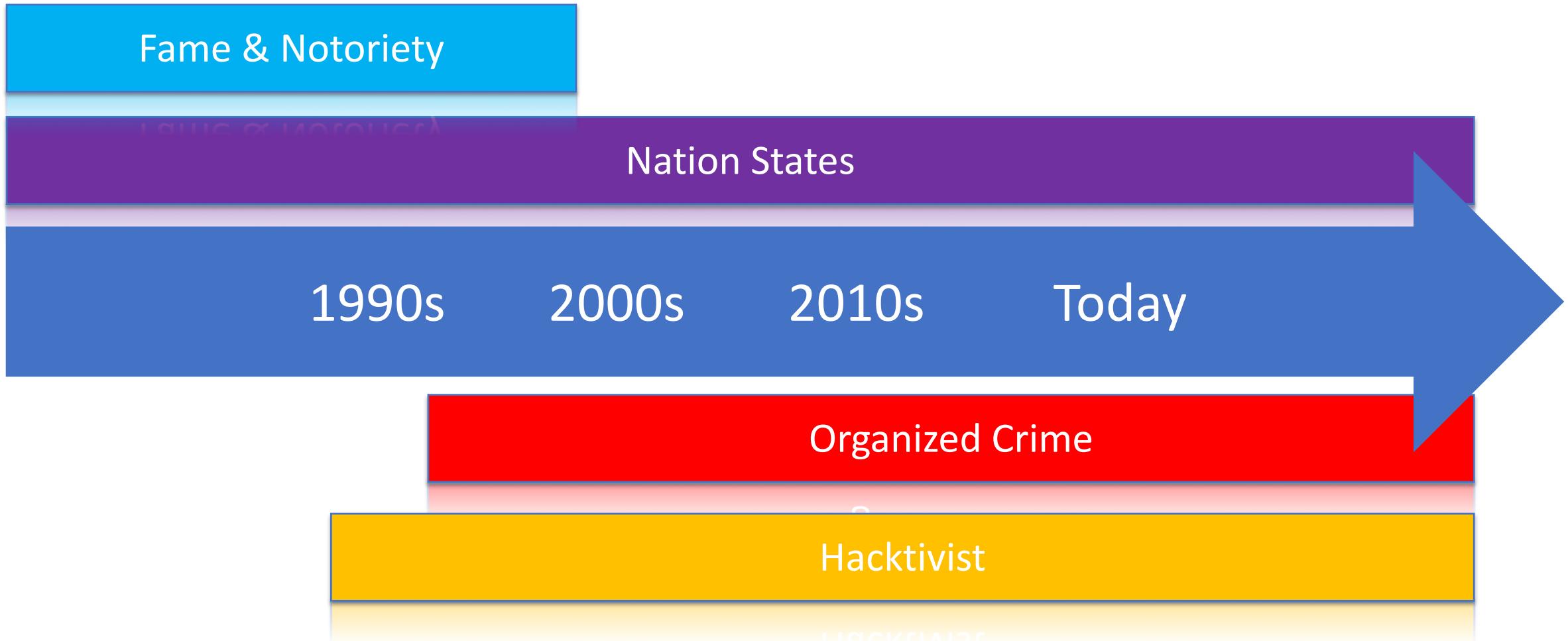
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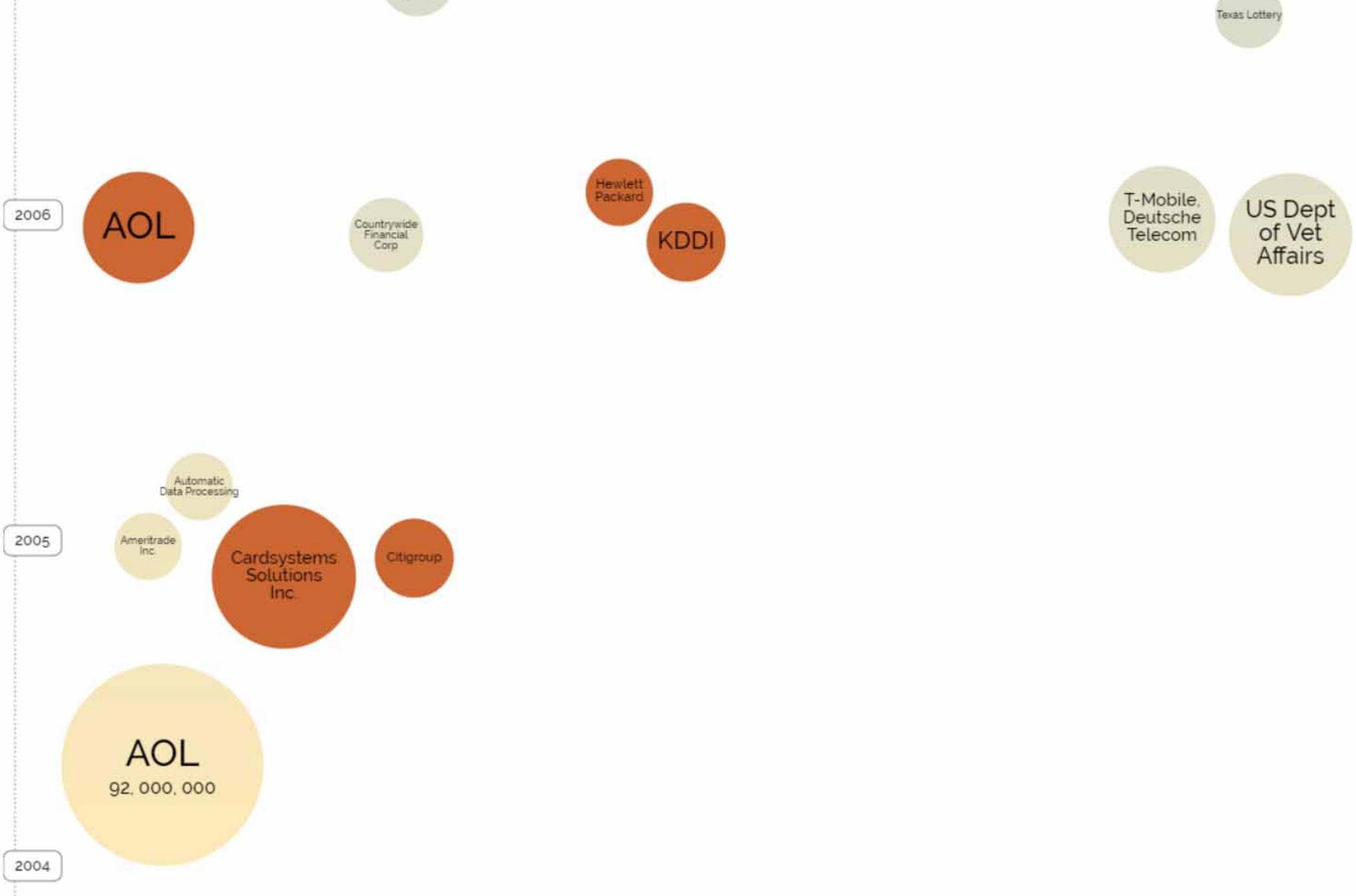
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# The World Around Us

## (Reasons You Are Needed)

# BRIEF HISTORY OF ATTACKERS

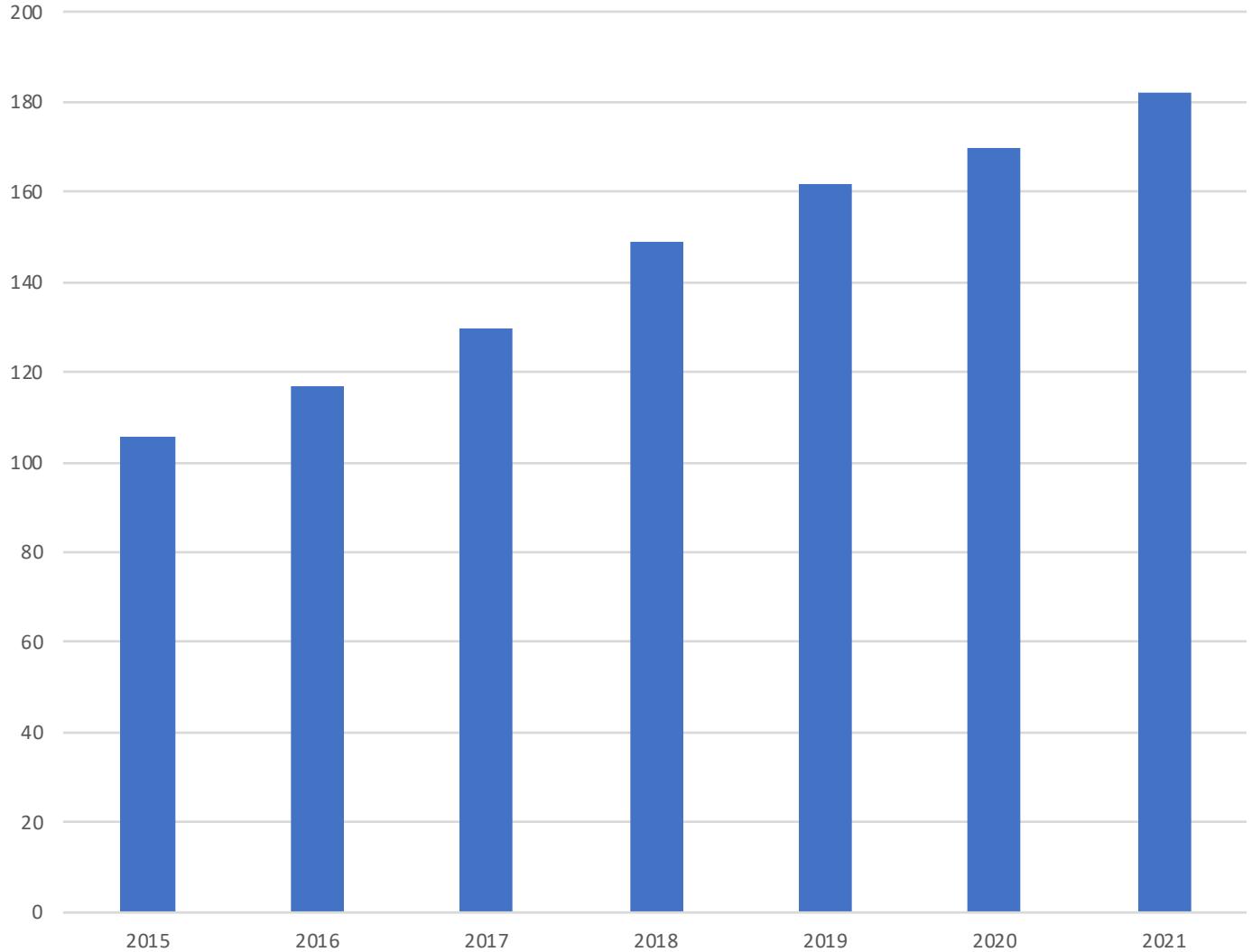




# Investors See Opportunity

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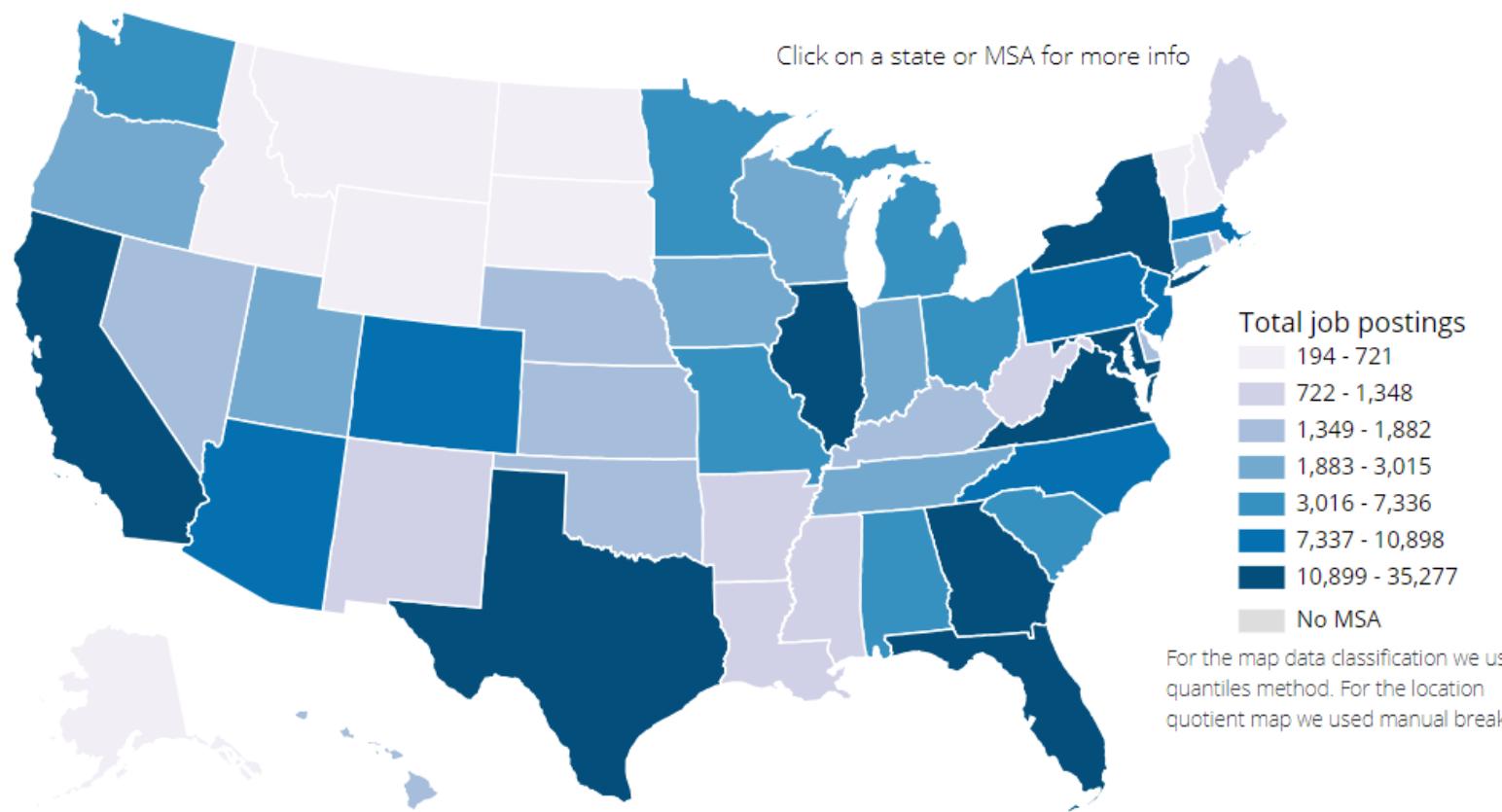
Cyber Security Market Revenue (USD Billions)



Source: Zion Research Analysis 2016

## Cybersecurity Supply/Demand Heat Map

Cybersecurity talent gaps exist across the country. Closing these gaps requires detailed knowledge of the cybersecurity workforce in your region. This interactive heat map provides a granular snapshot of demand and supply data for cybersecurity jobs at the state and metro area levels, and can be used to grasp the challenges and opportunities facing your local cybersecurity workforce.

[States](#)[Metro Areas](#)[All Data](#)[Public Sector Data](#)[Private Sector Data](#)[Total job openings](#)[Search State](#) [Share](#) [Embed](#)

Cyberseek.org

## National level



# Hack Your Cyber Security Career



# Why You Didn't Get the Job



1. Not sufficiently differentiating themselves from others (67%)
2. Failure to successfully transfer past experience to the current job opportunity (64%)
3. Not showing enough interest and excitement (56%)
4. Focusing too much on what they want and too little on what the interviewer is saying (54%)
5. Feeling they can “wing” the interview without preparation (53%)
6. Not being able to personally connect with the interviewer (49%)
7. Appearing over- or under-qualified for the job (46%)
8. Not asking enough, or the right, questions (41%)
9. Not researching a potential employer/interviewer (39%)
10. Lacking humor, warmth, or personality during interviewing process (33%)

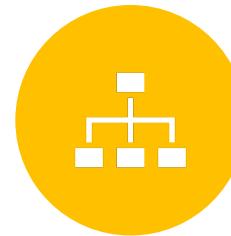
# The Process is Broken



HR DOESN'T  
UNDERSTAND CYBER  
SECURITY



RECRUITERS ARE NOT  
LOOKING OUT FOR YOU



THERE ARE TOO MANY  
TITLES



AUTOMATED SYSTEMS  
READ RESUMES



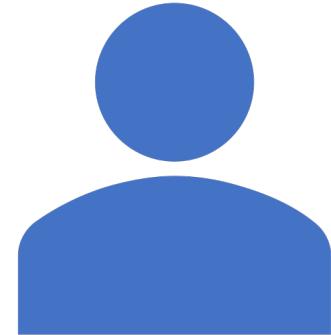
THE INTERNET ALLOWS  
FOR MASSIVE ABUSES IN  
THE PROCESS



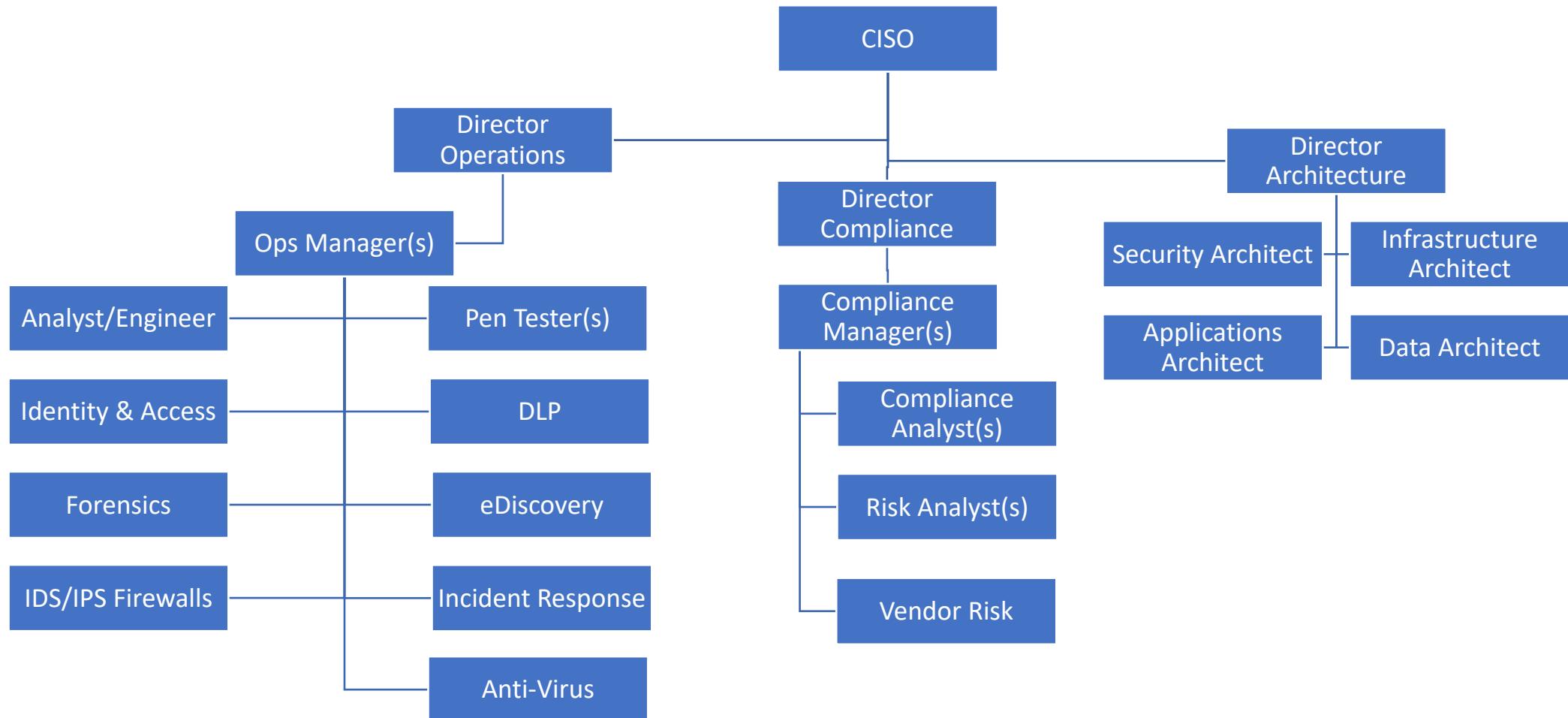
SUBMITTING THE SAME  
RESUME FOR DIFFERENT  
JOBS DOES NOT WORK

# Finding Your Way

- What jobs should I pursue?
- What are my skills and interests?
- Am I a leader? (Not do I want to be)
- What do I want to accomplish?  
(Not what title do you want)



# Corporate Roles



# The Vendor Space

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Support Analyst

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SOC Analyst

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Penetration Testing

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E-Discovery

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Sales Engineer

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Product Specialist

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Threat Researcher

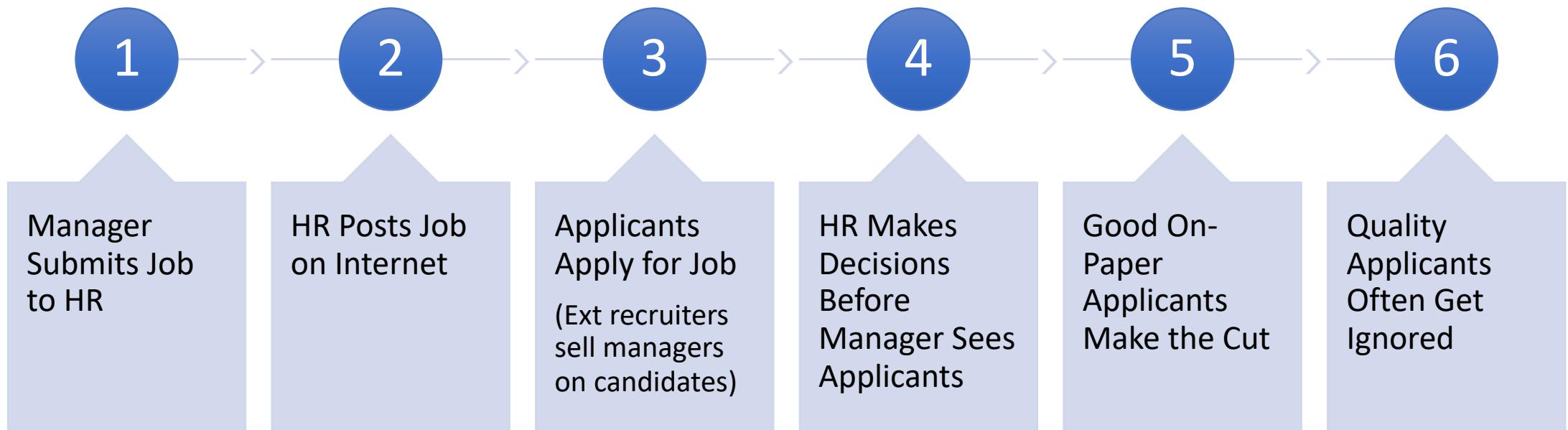
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Forensic Investigation

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Firewall Administrator

# One View of Recruiting Process



# Manager Frustrations



Resumes that Do Not  
Match Job



Out of State/Country  
Applications



Applicants with No  
Experience



Applicants with Low EI

# How to Beat the Odds

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Hacking the Market



# Fortune Favors the Prepared

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Make  
Yourself  
Lucky!

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## Luck = Preparedness + Opportunity

# Being Good Isn't Good Enough



Education



Certifications



Experience



Forward Movement



Emotional Intelligence

# Continuous Learning

## Certifications

- CISSP
- CISM
- CISA
- CEH
- CCNA



## Education

- High School
- Undergrad
- Post Grad



Is it  
really  
who you  
know?

01

The world  
runs on  
relationships

02

Who you  
know vs Who  
likes you

03

Always be  
cultivating



## Thoughts on Social Media?

- LinkedIn
- FaceBook
- Twitter
- Snapchat
- Instagram

## Step One - Knowing the Market



Understanding the  
Hiring Cycles &  
Opportunities



Mergers, Acquisitions  
and Divestitures



Watching Manager /  
CISO Moves



Regulatory Landscape

Step Two -  
Resumes



NECESSARY EVIL



MUST MATCH  
THE JOB



ASK FOR HELP

### Step Three – Getting Interviews



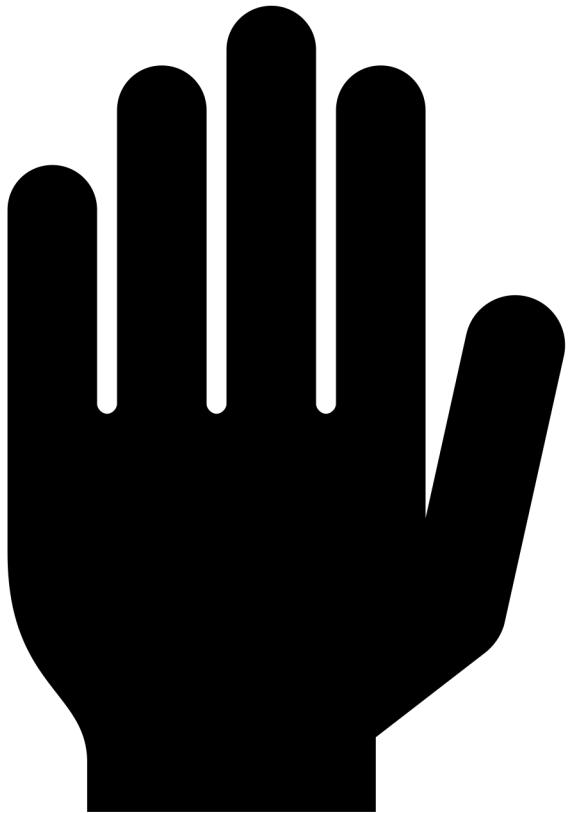
GETTING PAST  
ATS



CUSTOMIZING  
RESUME



CREATIVE  
ENGAGEMENT





Research Common  
Interview Questions



Research the  
Company



Research the  
Interviewers



Identify Points of  
Differentiation



Practice  
Interviewing

# Prepare for Interviews!!!

## Step Four – The Screener



WHAT ARE THEY  
LOOKING FOR?



PITFALLS



MUST DOS

## Step Four – The Interview



TECHNICAL



BEHAVIORAL



EMOTIONAL  
INTELLIGENCE

## Interview Types



HUMAN  
RESOURCES



MANAGER



STAKEHOLDERS

# Negotiation



Disclosing Prior Compensation



Putting Best Foot Forward



Negotiating in Good Faith



Equal Pay Act Status

# Tips



COVER LETTERS



THANK YOU NOTES



BE PATIENT



DIFFERENTIATE  
YOURSELF POSITIVELY

# Follow Up Reading



How to Win Friends & Influence People  
– Dale Carnegie



60 Seconds & You're Hired  
– Robin Ryan



Captivate The Science of Succeeding with People  
– Vanessa Van Edwards



Presence  
– Amy Cuddy



Emotional Intelligence  
– Daniel Goleman

## Questions

- I'd like to know more about what kind of technical skills employers are looking for when hiring for threat intelligence and what firms with a threat intel team have a presence in Chicago.

- *Luke Yanos*

## Questions

- Cybersecurity is a huge career change for me. I feel very passionate about it but my professional experience is completely unrelated. I am hoping to gain some insights on how to utilize the skills and the assets I already have to stand out in a field that is already crowded with knowledgeable and talented people. Any advice for very motivated career changers?

- *Carmen*

## Questions

- All cybersecurity job openings require extensive experience. What are some of the common entry level position which requires zero or less experience?

- *Jerry Joel*

## Questions

- How do you verify authentication and security of cloud providers?

My company has Had issues with antiquated auditors who distrust the cloud. Even though we control the authentication for our environment, they say we "can't control Amazon AWS". Obviously this is out of our hands in some areas, but how do you verify compliance with ISPs and cloud providers as they control so much? This leads to bigger questions...like Anti-Trust and how we allow this overall, but the fact that I have audit findings when it's good enough for the CIA / NSA is crazy...

*-Sean Whippo*