

A cyber insecure world? Rising threats to data and reputation

**Oxford Analytica Client Conference Call
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The cost of poor cybersecurity has been splashed across newspapers in recent weeks; Sony Corporation was forced to endure embarrassing email leaks from its US film division and millions of dollars in lost revenue when a movie's release was threatened, for which the United States government launched retaliatory sanctions on North Korea.

The amount of data companies hold is growing exponentially -- both their own information and those of clients. These represent high-value targets for hackers. Risks for corporate entities are quietly gaining on the rewards of a networked world.

Yet cybersecurity suffers analytically from its novelty and must rest between traditional intellectual frameworks. Was the Sony hack a form of theft, blackmail, or terrorism? Should Russian-connected attacks against Georgia and Estonia be considered acts of war, or exist in a 'grey zone', in which stark terminology does not suit uncertain actions?

Join our Client Conference Call on January 29 to assess how cybersecurity takes its place among the risks facing the global political economy, and the key questions companies need to ask when seeking to protect themselves, including:

- What are the precedents of liability of which companies ought to be aware?
- Will governments move to secure data in their own countries?
- Does protecting from cyber attack necessitate a 'silo-ing' of information?
- Will cyber attacks trend towards commercial or ideological purposes?
- Are there mis-investments in current trends of cyber defence?
- Will cyberattacks chip away at traditional guarantees of international security, such as NATO's Article V?
- ...and more.

Chair

Paul Maidment, Director of Analysis, *Oxford Analytica*

Paul Maidment joined Oxford Analytica in December 2014 as the Director of Analysis and Managing Editor of the Oxford Analytica Daily Brief.

He is an award-winning journalist who founded the New York-based digital editorial consultancy Bystander Media in 2010. A pioneer in combining digital and print journalism, he was previously Editor of Forbes.com and Executive Editor of Forbes, transforming a magazine website into the leading online destination for business, finance and up-scale lifestyle. Before joining Forbes in 2001, Paul was the founding Editor of the Financial Times' award-winning web site FT.com and Assistant Editor of the newspaper. His early career as an editor and foreign correspondent encompassed The Economist, the Asian Wall Street Journal and the BBC in the U.K. the U.S. and Asia — a depth of journalistic experience and breadth of media that gives him a unique perspective on the changes transforming publishing and the world economy. Paul was inducted into the Digital Hall of Fame in New York in 2010.

Panellists will include:

Greg Austin, Contributor, *Oxford Analytica*

Professorial Fellow, EastWest Institute

Dr. Greg Austin has a 30-year career in international affairs, including senior posts in academia and government. He has also held senior posts at the International Crisis Group and the Foreign Policy Centre London.

Greg is the author of several highly reviewed books on international security, especially on Asia. His latest book is *Cyber Policy in China* (Cambridge: policy 2014). In 2003-04, he led a major review for the United Kingdom Cabinet Office on UK conflict prevention policies. He has several post-graduate qualifications in international relations, including a PhD. He is a Visiting Professor at the Australian Defence Force Academy in the University of New South Wales.

Lucas Kello, Contributor, Oxford Analytica

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Lucas Kello is a joint postdoctoral research fellow in the International Security Program and the Science, Technology, and Public Policy Program. He is exploring the implications of cyberweapons for international relations and security. One aspect of his work involves the design of a conceptual framework for the analysis of deterrence and escalation dynamics in the cyber domain, while his policy research focuses on European and NATO institutional responses to emergent cyber threats. Kello holds a bachelor's degree from Harvard College as well as a masters and doctorate in International Relations from Oxford University, where he received the Magdalen College Apgar Award. Presently, he designs and teaches, with Harvard faculty, postgraduate courses at the Harvard Kennedy School on international cybersecurity.

Jason Crabtree, Contributor, Oxford Analytica

Jason Crabtree is the CEO of Rationem, where he is developing next-generation operational risk management intelligent decision-support systems for the most demanding security, risk management, energy and financial services applications. Jason is a former military officer who graduated from West Point, where he selected as the First Captain and Brigade Commander of the Corps of Cadets and elected as a Rhodes Scholar (Washington and Magdalen) and Marshall Scholar (declined). He later completed an M.Sc.(R) in Engineering Science at the University of Oxford before leading infantry troops in Afghanistan and returning to work as a Special Advisor to senior leaders in the U.S. military cyberspace community with broad responsibilities across policy, operational support, outreach and technology development — to include work with DARPA's cyberspace portfolio. A licensed Professional Engineer, Jason is focused on addressing commercial opportunities with serious national security implications at the nexus of cyber security, critical infrastructure, and operational risk management. He has been an invited participant, panelist and speaker on energy, risk management, finance, and security for numerous organizations including the Financial Services Roundtable, the Center for New American Security, the Markle Foundation, the Ditchley Foundation, the Gridwise Architecture Council, Oxford Analytica, the Institute for Defense Analysis, and RAND in both the United States and United Kingdom. Jason was also selected as a 2014 Cyber Policy Fellow with the Madison Policy Forum in New York City and provide ongoing technology and policy consulting support to senior leaders in a variety of business and governmental organizations. He is also the co-author of an upcoming book on energy being published by Cambridge University Press in 2015 and is writing two additional texts on cybersecurity strategy and risk management targeted toward national security and business leaders, respectively.

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