

Cybersecurity as a Growth Advantage

February 15, 2017 (7:00 EST, 4:00 PST)

Webinar - SIM Membership is not required



Cyber breaches represent real, significant, and increasing risk to our organizations, so it's not a surprise that many of our organizations approach cybersecurity primarily through a risk management lens.

In this current era of digital disruption, Cisco is challenging organizations to view cybersecurity differently – as an enabler of innovation, growth, and competitive advantage.

[SIM's National Cybersecurity Special Interest Group](#) and [SIM's Capital Area Chapter](#), are proud to host Joel Barbier, a director at Cisco's Global Center for Digital Business Transformation, as he presents this new perspective and key insights, based on a recently completed global study.

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About the speaker



Joel Barbier is a Director in the Cisco Digitization Office, where he works to develop economic insights that help guide the digital transformation of the company, and its customers. He is also a Visiting Scholar at the Global Center for Digital Business Transformation, an IMD and Cisco initiative.

Prior to joining the Chief Digitization Office, Barbier managed the Global Research and Economics Practice of Cisco Consulting Services. He has led financial and economic consulting engagements with top CXOs of several Fortune 500 companies and government agencies, including Ford, Unilever, Walmart, AT&T, General Electric, and the French government. He helps formulate business and technology strategy, assesses the economic and financial impact of technology investments, and drives Cisco's technology thought leadership – with specific focus on quantifying the "value at stake" of the Digital Economy.



Questions? Please contact us at

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We want to hear from you.



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