

MAY 2019



# **WhiteHawk**

## **Online Cybersecurity Exchange**

2019 Annual General Meeting

## SAFE HARBOUR STATEMENT

This information is given in summary form and does not purport to be complete. Information in this presentation, including financial information, should not be considered as a financial projection, advice or a recommendation to any particular or potential investors in relation to subscribing for securities in WhiteHawk. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice. All securities involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments and, in international transactions, currency risk. This presentation may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to our businesses and operations, market conditions, revenues, market penetration, and results of operations. Readers are cautioned not to place undue reliance on these forward looking statements. WhiteHawk does not undertake any obligation to publicly release the result of any revisions to these forward looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forward looking information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and contingencies outside WhiteHawk's control. Unless otherwise specified all information is stated as at 3 May 2019

# WhiteHawk

*Founded 2015: First online SMB Cybersecurity Exchange*

- Product Lines and Business Model
- Corporate Snapshot (ASX:WHK)
- Overview: Financial Highlights and Outlook
- Market: Cyber Security Risk Market Trends and Responses
- Sales Channels
- Product and Services Overview
  - CyberPath Decision Engine
  - Online Cyber Exchange (Market Place)
  - Small Medium Business – Cyber Analysts
  - Large Enterprises - 360 Cyber Risk Framework + BitSight Ratings
  - EZ Shield
  - Cyber Liability Insurance Partnership
- Driving Awareness: PR
- The Team

# How Do You Keep Up with Cybersecurity Solutions?





# Products and Business Model

*Founded 2015: First online SMB Cybersecurity Exchange*

## PRODUCT LINES

- AI Cyber Risk Profile (CyberPath)
- Online Cyber Risk Rating (BitSight)
- 360 Cyber Risk Framework for Supplier & Vendor Companies
- Foundational, Cost Effective & Scalable Cyber Risk Services for Financial & Insurance Sector SMB Customers (EZ Shield)

## BUSINESS MODEL

- Identify, Prioritize, & Mitigate Cyber Risks Leveraging AI & Open Data
- Partner with Best of Breed; Commercial Technologies & SaaS Services
- Product/Vendor Agnostic; Continuously vet innovation
- Vendor Partners market for free & pay 10% - 20% to WH at the time of each sale
- 360 Cyber Risk Frameworks are annual subscriptions starting at US\$150K
- SME Customer Cyber Risk online Services start at US\$950 a year

# Corporate Snapshot



ASX Ticker  
**WHK**



Shares on issue  
**126.78 m<sup>1</sup>**



Last share price  
**\$0.11**



Undiluted Market cap  
**A\$13.95m**



Net Cash  
**~ A\$1.5 m**  
as of 31 March 2019  
Including receivables



Listing Date  
**24 Jan 2018**

## Top 5 Shareholders

## % Shares Outstanding

Darren Carter	13.97%
RiverFort Global Opportunities PCC Ltd	10.65%
Vantage House Limited	5.87%
Terry Roberts	4.51%
ABN AMRO Nominees	4.22%

## Top 5 Shareholders

39.22%

## Top 20 Shareholders

61.20%

## Directors and Associates

5.3%

All figures are as of 03/05/2019 unless otherwise noted

<sup>1</sup>Tradable shares: 113,405,979; Escrowed shares: 13,374,751

# Overview: Financial Highlights

DISRUPTING THE B2B CYBER SECURITY MARKET

Contracted revenue for calendar year 2019 currently at US\$1.7m (~AU\$2.4 million)

- Strong pipeline of opportunities across currently operating revenue streams

Current cash balance as of 31/03/19 is US\$650k with a financing receivable of approx. A\$640k (combined A\$1.5m)

- Primary use is to fund operations while driving online and advisory sales and expanding pipeline.
- No Debt after US\$250,000 debt was repaid post year end.

Sales channels and marketing strategy driving increased online sales

- Each 360 Cyber Risk Framework sale (US\$150K to US\$2M) drives online sales and advisory contracts
- EZShield Partnership to service Financial Institution SMB Customers (5,000 to 400,000 SME's with each contract - US\$3.2M to US\$21.6M)

## Second U.S. Government Contract May 1:

**WhiteHawk selected as a cyber sub-contractor by the prime contractor on a newly awarded USD \$2 Billion Contract for a US Federal Government Department**

- WhiteHawk's sub-contract length is 5 years (1 year with 4 option years)
- Delivery specifications are actively being scoped with the respective prime contractor and the respective U.S. Federal Government Department
- First year revenue to WhiteHawk is expected to be between USD \$300K to \$600K, and is expected to grow to between USD \$1M to \$3M per year in subsequent years
- Work by WhiteHawk has now commenced under this contract

Formal announcements of the specific governmental department and prime contractors are forthcoming pending customer approval

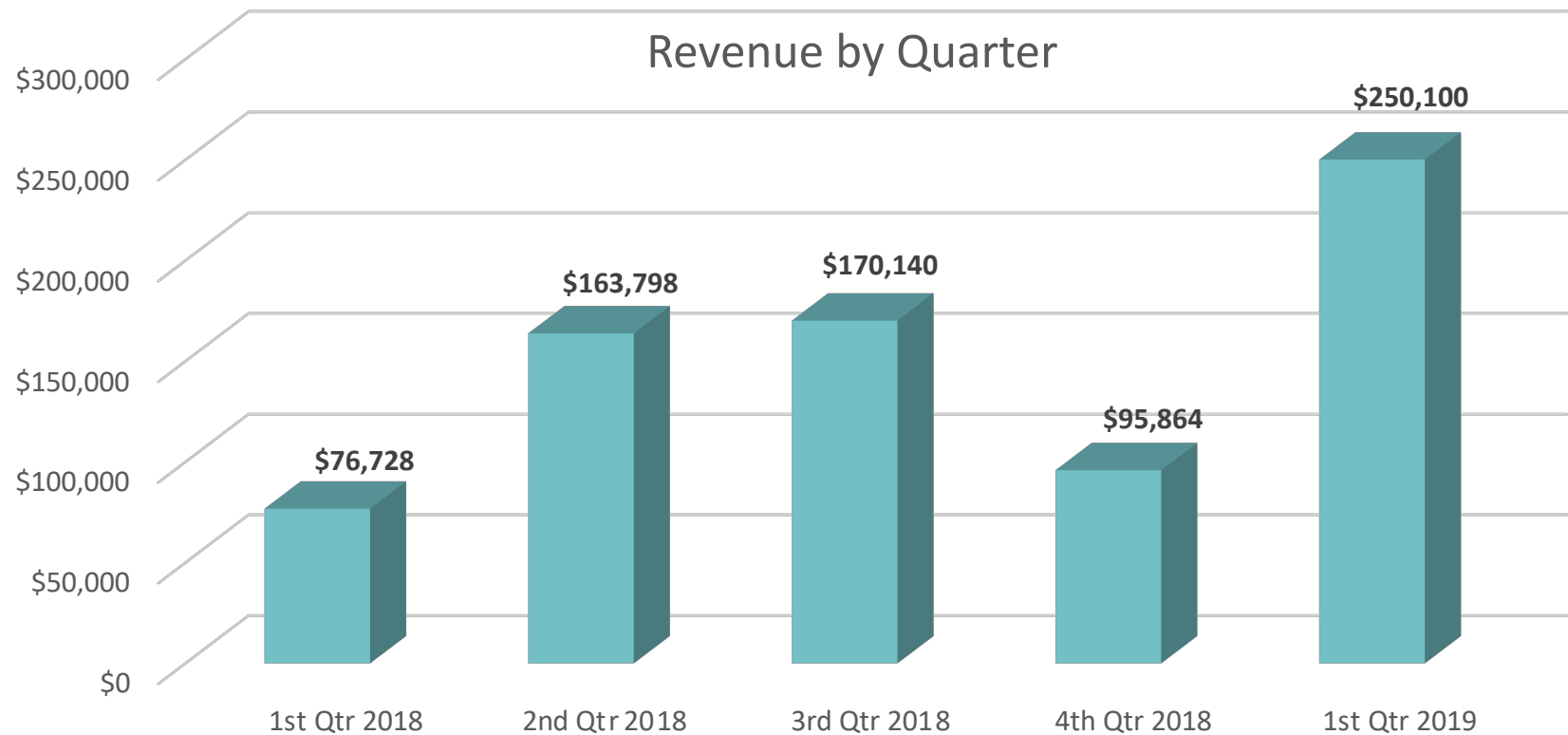
## Third U.S. Government Contract May 3:

**WhiteHawk selected as a cyber sub-contractor by the prime contractor on a newly awarded USD \$27M Prime Contract for a US Federal Government Department**

- WhiteHawk's sub-contract length is 7 years (1 year with 6 option years)
- Delivery specifications are actively being scoped with the respective prime contractor and the respective U.S. Federal Government Department
- Work by WhiteHawk will commence in June 2019. Expected additional annual revenue to WhiteHawk of US\$250-300k
- Formal announcements of the specific governmental department and prime contractors are forthcoming pending customer approval

# Overview: Revenue by Quarter

*Growing Revenues*





## Overview: Outlook

Continued sales of 360 Cyber Risk Frameworks to all key regulated US Sectors: US Federal Contractors, US Government, US Financial and Manufacturers (3 Sold, 6 ongoing 2019 open proposals).

Strategic partnership with top U.S. Financial Fraud, Identity Theft & Mobile Defense company, EZShield, an integrated subscription SME offering – via combined sales channels. Fast tracks and scales SME business.

Cybercrime Support Network Fraudsupport.org website became initially active with WhiteHawk referral connection end of 2018, revenue results by end of 2019.

Online platform benchmarks; updated website, AI Tool, customer maturity model & EZShield integration.

Monthly operating cost reductions from completion of Online Decision Engine and Cyber Exchange Platform

# Cybercrime & Fraud Trends

*Cybersecurity remains a major concern and a great business opportunity*

- 9 out of 10 Australian businesses were breached<sup>1</sup> in past year
  - 9 out of 10 also plan to increase spending on cyber defense
- Financial gain and espionage continue to lead cybercriminal motives<sup>2</sup>
- Drivers of Change<sup>3</sup>
  - Asia online, tech giants, and international power conflict
- Cybercrime damage will cost businesses across the globe over USD \$6 trillion<sup>4</sup> by 2021

**Source-attribution:**

1 "First Australian threat report from cyber security firm Carbon Black". CSO (April 1, 2019)

2 "Data Breach Investigations Report". Verizon (2018)

3 "Australia's Cybersecurity Futures". Australian Strategic Policy Institute. (Dec 13 2018)

4 "The 2019 Official Annual Cybercrime Report". Herjavec Group. (2019)

# Cyber Risk Responses

*Cybersecurity remains a major concern and a great business opportunity*

## Government and Business

- U.S. Government [funding for cybersecurity increasing](#)<sup>1</sup> faster than expected
- Worldwide Info Security [spending will exceed USD \\$124 billion](#)<sup>2</sup> in 2019
  - Key drivers of spending growth: building detection and response capabilities, privacy regulations, addressing digital business risks
- Australia implementing [Cyber Security Strategy](#)<sup>3</sup>
  - Partnerships, stronger defenses, global perspectives, innovation, [sprint teams](#)<sup>3</sup>
- Cyber criminals are focusing more on [applications and people](#)<sup>5</sup>, where fewer security measures are in place

**Source-attribution:**

1 FY 2020 Cyber Budget Request Grows—But Lacks Details". Bloomberg Government (April 3, 2019)

2 "Press Release". Gartner (August 15, 2018)

3 "What is the Government doing in Cyber Security". Australian Government (Date Unknown)

4 "Australia is Setting up New Secret 'Sprint Teams' to Deal with Hackers". Business Insider. (April 2, 2019)

5 "Cybersecurity: A Major Concern and a Great Business Opportunity". Forbes (September 5, 2018)

## Sales Channels: Mapped to Market Research

***TYPICALLY SME'S WILL ONLY PUT FIT FOR PURPOSE CYBERSECURITY PRACTICES AND SOLUTIONS IN PLACE (EVEN IF THEY ARE REGULATED) WHEN:***

**They experience a cybercrime or fraud event:**

***WHK Service Partnership with **Cybercrime Support Network** at [fraudsupport.org](https://fraudsupport.org) (US\$1000 to US\$10,000 average)***



**They have a contract in place and are part of a Supply Chain or Vendor Risk Program with a large government or industry partner:**

***WHK 360 Cyber Risk Framework (for Supply Chain or Vendor Companies of large Corporations or Government Departments - US\$250K to US\$2M average)***

**They are otherwise enabled and it is affordable and easy:**

***WHK Partnership with **EZShield** to provide Financial Institution SME Customers foundational Cyber Fraud, Identity Theft, Mobile Security and Risk Profile online services (US\$1,300 to US\$17,280).***



# WhiteHawk Products & Services Overview

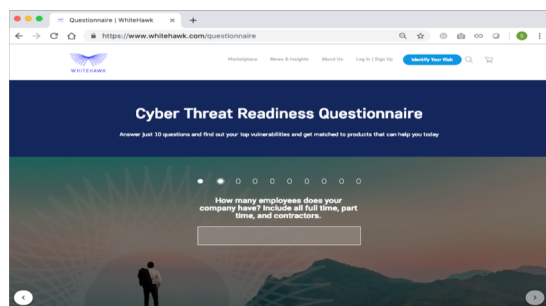
*The assurance you need at a price you can afford*

[WWW.WHITEHAWK.COM](http://WWW.WHITEHAWK.COM) – THE FIRST ONLINE CYBER EXCHANGE PLATFORM

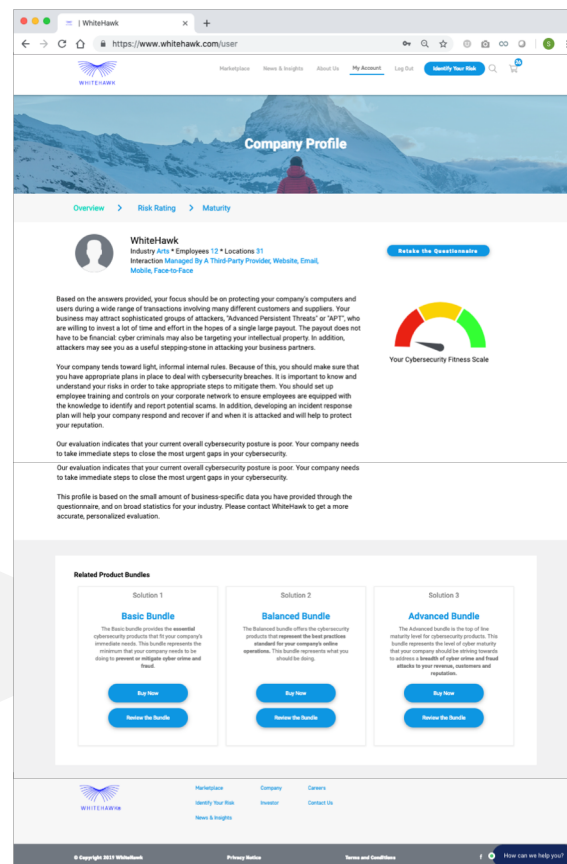
- **WhiteHawk Customer Journey – Know & Mitigate Your Cyber Risk**
  - **Industry Context:** *Understand shared risks for companies of your size and scope globally*
  - **Security Rating:** *A scorecard of your critical risk indicators leveraging open data sets and AI*
  - **Cyber Maturity Transformation:** *Your interactive cyber risk tool & maturity model*
- **CyberPath** – *AI-based decision engine that recommends products & services through a non-invasive Cyber Risk Readiness Questionnaire*
- **Cyber Exchange** – *Hundreds of best of breed, affordable products & services*
- **360 Cyber Risk Framework for Supply Chain & Vendor Companies** – *monitors, identifies, prioritizes, and mitigates cyber risks across third party suppliers & vendors*
- **SMB Offerings** – *Affordable & accessible products and services for small and midsize businesses who do not have an in-house cybersecurity officer or expertise*

# CyberPath: Customer Focused Decision Engine

*AI-based WhiteHawk proprietary Decision Engine that provides tailored Product & Services Options through a Non-Invasive Cyber Risk Readiness Questionnaire*



Answer 10 questions to view cyber risk context and matching to tailored solution options



*Cyber Risk Indicator of Companies of similar industries and size*

*Refine solution options through a conversation with a WhiteHawk Cyber Analyst*

<p><b>Solution 1</b> Basic Bundle</p> <p>The Basic bundle provides the <b>essential</b> cybersecurity products that fit your company's immediate needs. This bundle represents the minimum that your company needs to be doing to <b>prevent or mitigate cyber crime and fraud.</b></p> <p><b>\$100.00</b></p> <p><a href="#">Buy Now</a></p>	
<p>Archiver 1 Year   \$30.00</p> <p>With GFI Archiver, all company emails and files are automatically stored in a central, secure environment that can be accessed quickly and searched easily. Businesses gain peace of mind knowing their vital company information is stored in a safe and manageable place. Furthermore, with MailinSight reports you can identify and resolve potential business issues such as security breaches, legal risks and productivity issues by extracting key data from your archive.</p> <p><b>GFI Software</b></p> <p>Vendor: GFI Software Product Categories: Backup</p>	
<p>OneGuard Plus 1 Year   \$15.00</p> <p>GFI OneGuard delivers real-time protection from the latest threats. Using agents installed on each device and managed from a central dashboard, you can control scans, updates and every aspect of virus protection.</p> <p><b>GFI Software</b></p> <p>Vendor: GFI Software Product Categories: Antimalware</p>	
<p>McAfee Host Intrusion Prevention for Desktop perpetual license   \$35.00</p> <p>McAfee Host Intrusion Prevention safeguards businesses against complex security threats that may otherwise be unintentionally introduced or allowed by desktops, laptops, and servers. It leverages a three-part threat defense – signature analysis, behavioral analysis, and system firewall – all easily managed from one central console, the McAfee ePolicy Orchestrator (ePO) platform.</p> <p><b>McAfee</b></p> <p>Vendor: McAfee Product Categories: Host-Based Intrusion Prevention System</p>	



# Best in Class Vendor and Product Partners

**Curated** cybersecurity vendors vetted by Solutions Architect and Advisory Services teams.

**Practical** and cost effective cyber products for organizations of all levels

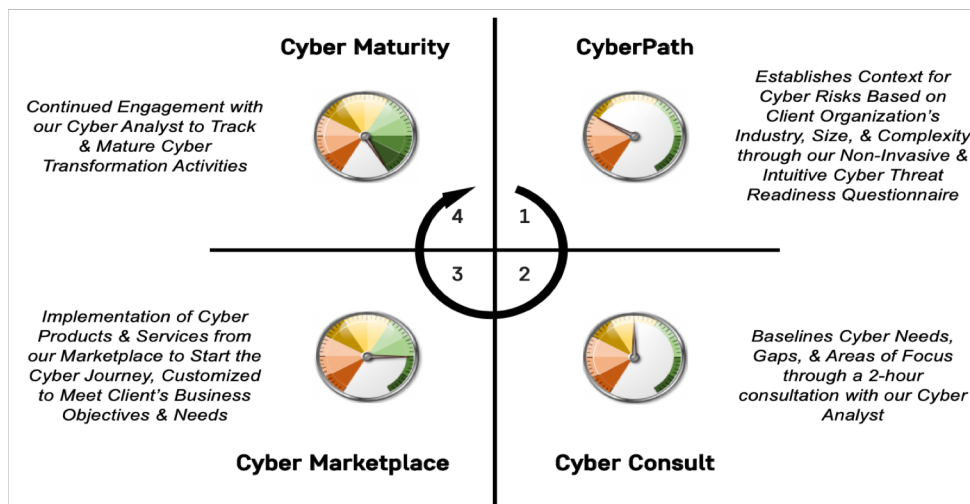
**Innovative** solutions updated frequently to provide relevant cyber solutions



# Small & Midsize Business Service: Cyber Analysts

*We stay engaged with you throughout the cyber risk maturity journey*

With the WhiteHawk Journey, our Cyber Analysts work with each client to match solutions to meet business objectives and priorities  
(US\$950 to US\$3,600)



	SMB - Single Company		
	Cyber Risk Profile	Cyber Risk Scorecard	Cyber Risk Scorecard & Continuous Monitoring
<b>Product Deliverable</b>	A one time purchase and deliverable consisting of a Cyber Risk Profile and consulting session with a cyber analyst. The Cyber Risk Profile is for a company who wishes to obtain recommendations for prioritizing products and services to addressing cyber security gaps.	A one time purchase and deliverable consisting of a Cyber Risk Scorecard and consulting session with a cyber analyst. The Cyber Risk Profile is for a company who wishes to get a quick glimpse at their security risk rating and recommendations for prioritizing products and services to addressing cyber security gaps.	An annual subscription consisting of quarterly services including Cyber Risk Scorecards and ongoing conversations with a cyber consultant. It provides continuous monitoring of their cyber risks with updated Cyber Risk Scorecards to include historical context over time.
<i>Cyber Risk Profile</i>	<b>1 Risk Profile Report</b>		
<i>Cyber Risk Scorecard</i>		<b>1 Risk Scorecard</b>	<b>4 Risk Scorecards</b>
<i>WhiteHawk Consulting Hours</i>	<b>2</b>	<b>2</b>	<b>8</b>
<b>Product Features</b>			
<i>One-Time Purchase w/One-Time Document Deliverable</i>	x	x	
<i>Annual Subscription w/Quarterly Document Deliverable Update</i>			x
<i>WhiteHawk Platform Access</i>	x	x	x
<i>Annual Subscription w/Quarterly 1hr WhiteHawk Consulting</i>			

# 360° Cyber Risk Framework

## *SUPPLY CHAIN AND VENDOR RISK MANAGEMENT FOR BRAND, MISSION, & INTELLECTUAL PROPERTY PROTECTION*

- Enterprises need to manage supply chain and vendor risks, but are often mired in man power intensive, compliance focused business processes.
- WhiteHawk provides access to cutting edge, open data set and AI driven risk focused platforms that:
  - provide cyber risk monitoring, alerting, context, prioritization, and management
  - thereby enabling decision advantage across large volumes of data
- Starting at US\$250k for 50 Companies within the Enterprise and its supply chain.

# 360° Cyber Risk Framework for Enterprises

## Business Risks

Technical Risks	Business Risks	Market Risks	Security Risks
<ul style="list-style-type: none"> <li>Quality Assurance</li> <li>Production &amp; Manufacturing</li> <li>R&amp;D Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Leadership &amp; Organization</li> <li>Supplier Management</li> <li>Business Alliances</li> </ul>	<ul style="list-style-type: none"> <li>Industry Market Position</li> <li>Revenue &amp; Financial Concerns</li> <li>Regulatory &amp; Legal Issues</li> </ul>	<ul style="list-style-type: none"> <li>Socioeconomic Environment</li> <li>Geopolitical Concerns</li> <li>Cybersecurity</li> <li>Physical Security</li> </ul>

Enterprise Risk Threshold  
**22.35 %**

Portfolio Risk Threshold  
**14.99 %**

Breakdown by Category



Vendor Risk Scores (Average: 12.41 %)

Portfolio Risk Enterprise Risk Threshold

American Airways Ltd	14.68%
AT&T Government Solutions	4.68%
CarahSoft Technology Corp.	15.34%
Symplcity Corporation	12.18%
Tae Yang Measures Co. Ltd.	17.36%
3T International (3TI)	10.26%

SCRM Alerts

14 year old CEO

05/10/2016 - Taylor Rosenthal is ready for the big leagues. The 14-year-old is exhibiting his startup ideas -- a vending machine that dispenses first a...

Largest Real Estate Project

05/15/2016 - This is the biggest, most expensive real estate project in America

Utah Kidnapping

05/15/2016 - Second suspect in Utah kidnapping arrested

WWII-era Cannon

05/14/2016 - WWII-era cannon returns to California veterans hall

## Cyber Risks

BitSight Security Rating

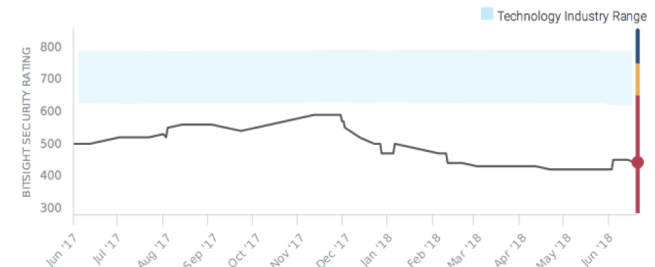
**430**

Our ratings measure a company's relative security effectiveness.

ADVANCED 900-740

INTERMEDIATE 740-640

BASIC 640-250



The Security Rating for Saperix, Inc. has varied from **410 to 580** over the past 12 months. The blue band represents the range of ratings for all companies within the Technology industry. Outliers are excluded. Sudden drops in ratings can be due to publicly disclosed breaches, an increase in observed events, file sharing activities, or poorly configured diligence records.

## Cyber Risk Mitigation

Solution 1

**Basic Bundle**

The Basic bundle provides the essential cybersecurity products that fit your company's immediate needs. This bundle represents the minimum that your company needs to be doing to prevent or mitigate cyber crime and fraud

Buy Now

Review the Bundle

Solution 2

**Balanced Bundle**

The Balanced bundle offers the cybersecurity products that represent the best practices standard for your company's online operations. This bundle represents what you should be doing

Buy Now

Review the Bundle

Solution 3

**Advanced Bundle**

The Advanced bundle is the top of line maturity level for cybersecurity products. This bundle represents the level of cyber maturity that your company should be striving towards to address a breadth of cyber crime and fraud attacks.

Buy Now

Review the Bundle

The WhiteHawk Basic, Balanced, and Advanced bundles are focused on providing a **customized, complete, and affordable** cyber mitigation package for each customer.

# 360° Cyber Risk Framework: 50 to 5000 companies

## BASIC

One-time Cyber Risk Rating Assessment (US\$750 each Company for 30 days)

## BALANCED

Continuous Cyber Risk Rating & Monitoring (US\$4,750 each Company Annual Subscription)

## ADVANCED

Continuous Cyber Risk Rating & Monitoring with One-time Business Risk Snapshot (US\$7,150 each Company for an Annual Subscription)

	WhiteHawk 360 Cyber Risk Framework (Supply Chain)		
	WhiteHawk 360 Cyber Risk Framework - Basic	WhiteHawk 360 Cyber Risk Framework - Balanced	WhiteHawk 360 Cyber Risk Framework - Advanced
<b>Product Deliverable</b>	A one time purchase and deliverable consisting of a Cyber Scorecard and consulting session with a cyber analyst. The Basic Cyber Risk Framework is for a company who wishes to get a quick glimpse at their supply chain's cyber risk status and set a path towards cyber maturity.	An annual subscription consisting of quarterly services including Cyber Scorecards, Cyber Risk Portfolio Reports, and ongoing conversations with a cyber consultant. The Balanced Cyber Risk Framework is for the company who wants continuous monitoring of their supply chain's cyber risks over time and a prioritized risk mitigation strategy.	An annual subscription consisting of quarterly services including Cyber Scorecards, Cyber Risk Portfolio Reports, and ongoing conversations with a cyber consultant. The Advanced framework also includes a deeper analysis of ongoing business risks. The Advanced Cyber Risk Framework is for the company needing a complete view of its supply chain cyber risk landscape, with contextualized industry perspective and continuous monitoring of their cyber risks over time.
Cyber Risk Scorecard	1 Risk Scorecard	4 Risk Scorecards	4 Risk Scorecards
Cyber Risk Portfolio		4 Risk Portfolio Reports	4 Risk Portfolio Reports
Project Management		(Optional Add-on)	(Optional Add-on)
WhiteHawk Consulting Hours		16 (4 hours for each quarter)	16 (4 for each quarter)
<b>Product Features</b>			
One-Time Purchase w/One-Time Document Deliverable	x		
Annual Subscription w/Quarterly Document Deliverable Update		x	x
WhiteHawk Platform Access	x	x	x
Security Rating Dashboard Access		x	x
Business Risk Dashboard Access			x
Annual Subscription w/Quarterly 1hr WhiteHawk Consulting		x	x

# BitSight Ratings

Industry leading BitSight is used globally and has set the standard in security ratings.

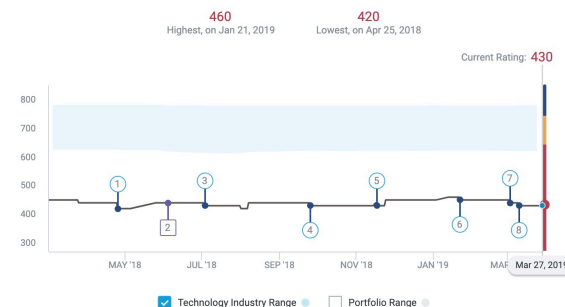
Provides data-driven, dynamic measurements of an organization's cybersecurity performance:

- Derived from objective, verifiable information
- Independent material and validated measurements

**WhiteHawk partners with BitSight to provide topline risk ratings and identify selective insight trends based on 23 risk controls to prioritize risk indicators for enterprises.**



Security Ratings



## Compromised Systems

Botnet Infections	F
Spam Propagation	D
Malware Servers	A
Unsolicited Communications	D
Potentially Exploited	F

## User Behavior

File Sharing	D
Exposed Credentials **	N/A

## Public Disclosures

Breaches	A
Other Disclosures*	N/A

## Diligence

SPF Domains	B
DKIM Records	B
TLS/SSL Certificates	F
TLS/SSL Configurations	D
Open Ports	D
Web Application Headers	D
Patching Cadence	C
Insecure Systems	D
Server Software	C
Desktop Software	C
Mobile Software	C
DNSSEC*	C
Mobile Application Security*	F
Domain Squatting **	N/A

\* Risk Vector does not currently affect Security Ratings

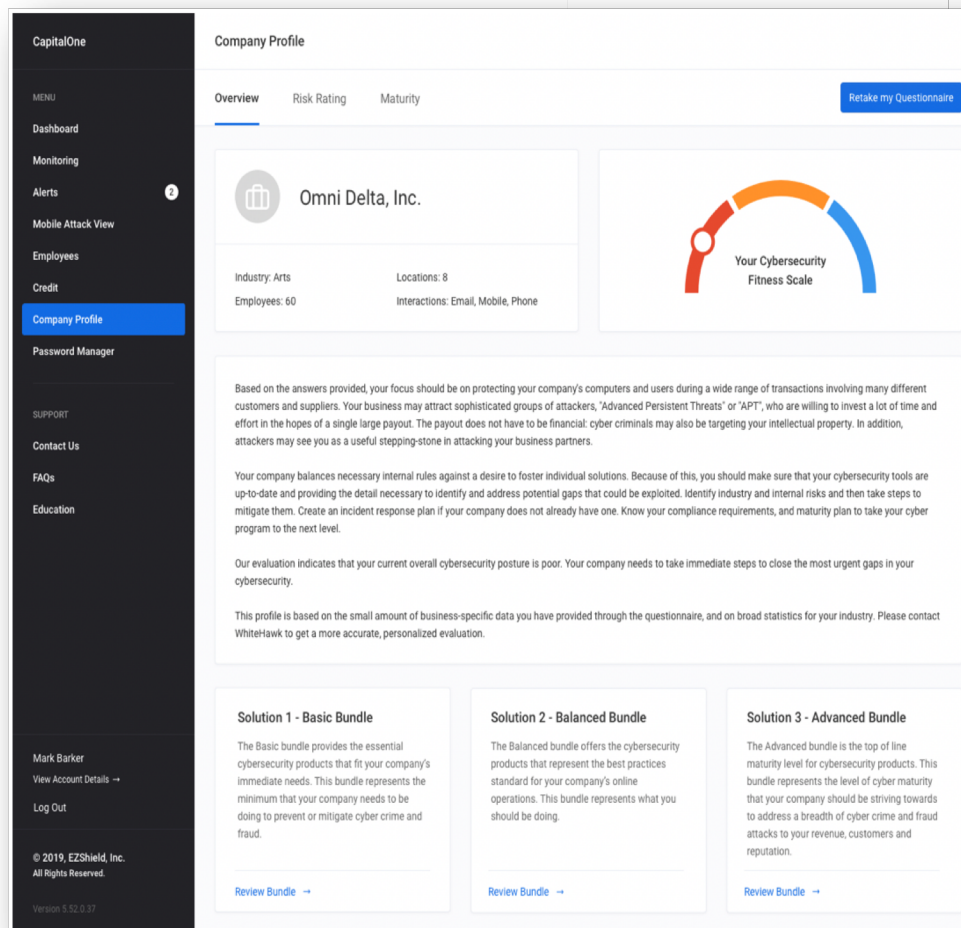
\*\* Informational risk vector (will never affect Security Ratings)

Breaches have a negative impact on Security Ratings only if they occur



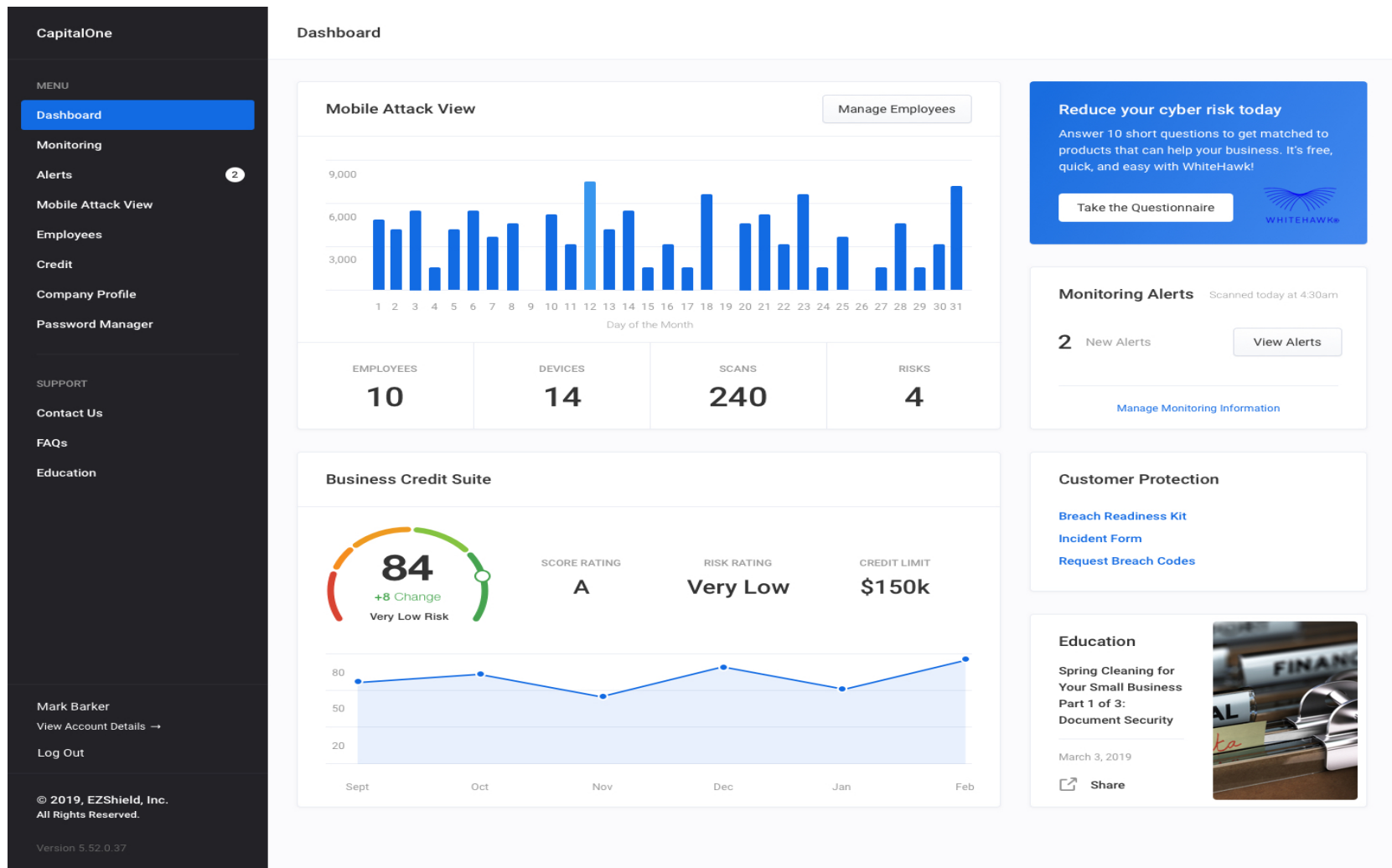
# EZShield & WhiteHawk Scalable Offering

- Pioneer & innovator in Fraud Protection, Identity Theft Mobile Threat Defense & Cyber Security AI
- 27 Million+ consumers, 4K+ partners throughout Finance Industries
- Five-star support & 24 hour ID Theft restoration services
- Trusted by U.S. government (Tier One status for data breaches affecting 21.5 million+ people)



The screenshot displays the EZShield web application interface. On the left is a dark sidebar menu with options: CapitalOne, MENU, Dashboard, Monitoring, Alerts (with a notification badge), Mobile Attack View, Employees, Credit, Company Profile (highlighted), Password Manager, SUPPORT, Contact Us, FAQs, and Education. The main content area is titled 'Company Profile' and includes tabs for Overview, Risk Rating, and Maturity. A 'Retake my Questionnaire' button is in the top right. The profile is for 'Omni Delta, Inc.' with details: Industry: Arts, Locations: 8, Employees: 60, and Interactions: Email, Mobile, Phone. A 'Your Cybersecurity Fitness Scale' is shown as a semi-circular gauge with red, orange, and blue segments. Below this, a paragraph explains the assessment based on provided answers. Further down, another paragraph states the current overall cybersecurity posture is poor and recommends immediate steps. A final note mentions the profile is based on limited data and suggests contacting WhiteHawk for a more accurate evaluation. At the bottom, three solution bundles are presented: 'Solution 1 - Basic Bundle', 'Solution 2 - Balanced Bundle', and 'Solution 3 - Advanced Bundle', each with a brief description and a 'Review Bundle' link.

# EZShield & WhiteHawk SME | Integrated Dashboard

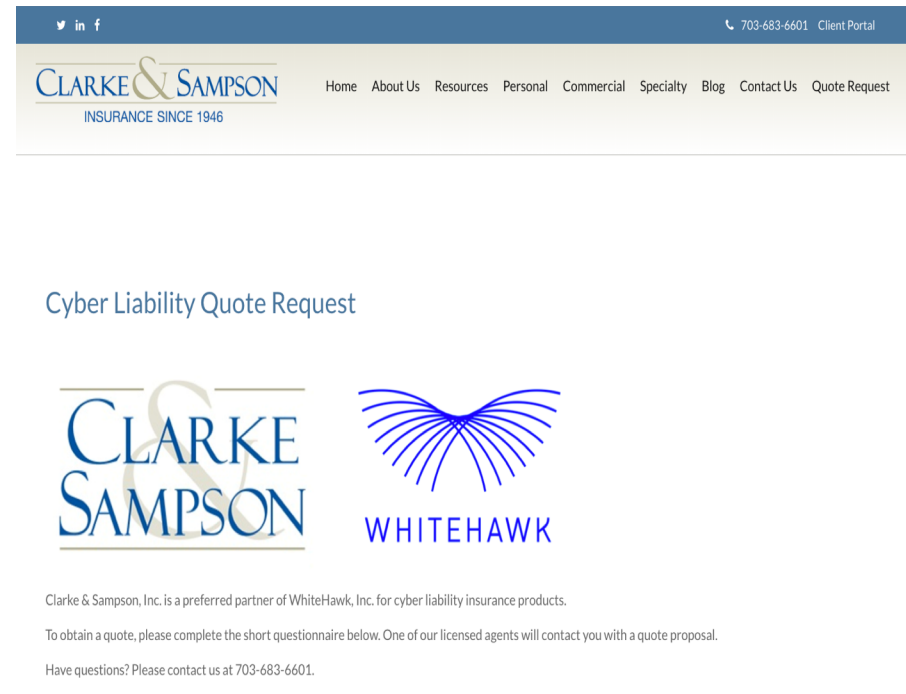


## Cyber Liability Insurance Partnership

Link from WhiteHawk Exchange to Clarke & Sampson online SMB cyber liability insurance quote & ability to purchase

Less than 21% of SMBs currently have a standalone cyber liability insurance, compared to 58% of large companies

Policies starting at US\$700 a year for US\$1M Coverage



## Driving Awareness: Cybercrime Support Network (CSN)



### Report. Recover. Reinforce.

The Cybercrime Support Network was established to support a coordinated response from federal, state and local law enforcement to manage cybercrime incidents affecting individuals and small businesses.

CSN is piloting US programs to utilize existing referral infrastructure and the website [fraudsupport.org](https://fraudsupport.org) to facilitate cybercrime reporting, response and recovery.

Through a partnership between WhiteHawk and CSN, small and midsize businesses (SMBs) that contact CSN in need of cybercrime response and mitigation services will be provided incident response resources including the WhiteHawk Exchange.

## Driving Awareness: Key PR Engagements

*WhiteHawk regularly provides thought leadership at cyber conferences globally*

### Forum Presentations

- US National Association of Regulatory Utility Commissioners (NARUC) Annual Meeting & Policy Summit
- American Bar Association Standing Committee on Law and National Security
- Consumer Bankers Association (CBA) Live
- US Joint Service Academy (JSA) Cyber Summit
- US Association of Organ Procurement Annual Meeting
- US Active Cyber Defense at Association of Public-Safety Communications (APCO)
- Middlesex County Utilities Authority Tech/Cyber Workshop
- Cyber Week Tel Aviv University

# The Team

**Terry Roberts, CEO, President & Founder**

Cyber Executive across government, academia and industry. Previously Deputy Director of US Naval Intelligence, TASC VP for Intelligence & Cyber, an Executive Director of Carnegie Mellon Software Engineering Institute. Currently US National Security Cyber Thought Leader, Board Member & Chair Emeritus, Intelligence & National Security Alliance Cyber Council. US Fed Top 50 Women & MSSI in Strategic & Artificial Intelligence.

<https://www.linkedin.com/in/terry-roberts-193493143/>

**Soo Kim, Chief Product Officer**

Previously the cybersecurity, technology strategy expert at Accenture Federal Services, Hewlett Packard Federal and VP at TASC. Experience in technical and business leadership, tactical execution, business operation, and solutions delivery. Bachelor's degree in mathematics from Virginia Tech and a Certified Enterprise Architect and Scrum Master.

<https://www.linkedin.com/in/soo-kim-23655786/>

**Kevin Goodale, CFO**

CFO at Impressions Marketing Group Inc. from 2005 – 2016. Career Commercial Financial & Contracting Manager with over 20 years at the CFO level, using degrees in accounting & management information science to reduce risk & increase profits.

<https://www.linkedin.com/in/kevin-goodale-6ba4383b/>



# The Team

**Sarah Messer, Chief Data Scientist**

Previously a senior data scientist at Raytheon and Foreground Security and with a decade as an experimental physicist in automation operations and data collection. Bachelor's Degrees in Computer Science, Mathematics, and Physics from American University and a Master's Degree and Ph.D. in Physics from the University of Maryland, College Park.

<https://www.linkedin.com/in/sarah-messer-1883a153/>

**Forrest Allen, Director Business Operations**

Previously an Associate Director of Government Relations at the Military Officers Association of America (MOAA). Experience as a professional advocate and as manager of MOAA's customer service center. Bachelor's degree in government relations and foreign affairs from Hampden-Sydney College and master's degree in public policy with a focus on national security from George Mason University.

<https://www.linkedin.com/in/gforrestallen/>

**LeighAnne Baxter****Marketing and Communications Manager**

Experience in customer relations, process improvement, and developing strategic communications plans. Bachelor's degree in political science from the University of Richmond and master's degree in public relations and corporate communications from Georgetown University.

<https://www.linkedin.com/in/leighanne-baxter-20a39361/>

# The Board

## **Terry Roberts, Executive Chair**



### **Louise McElvogue, Non-Executive Director**

Currently company director and advisor with strategy, commercial, and digital expertise in North America, Europe, and Asia Pacific.

Global Experience of media, digital transformation, and start-ups.

Governance and strategic experience.

Expert in media, journalism, and marketing.



### **Tiffany O. Jones, Non-Executive Director**

Currently CEO Of Distill Networks

Previously VP of Global Strategic Partnerships and Alliance Operations at FireEye.

& SVP of Client Solutions & Chief Revenue Officer for iSIGHT and Mandiant.

Former Deputy Chief of Staff at the White House Office of Cyber Security and Critical Infrastructure Protection. Decorated US Coast Guard Officer.



### **Phil George, Non Executive Director**

Specialist in Information Security & Risk Management

Currently operates Nurv Cloud, a cloud telecom company, specializing in high quality, secure voice solutions.

Launched Uber Perth in Australia in 2014 as Operations Manager

Former Non-Executive Director of Department 13 International Limited (ASX:D13)



## WhiteHawk Cybersecurity Exchange

- Stop being overwhelmed by cybercrime, fraud, and disruption
- Have clarity of understanding & insight
- Take constructive and measured action
- Prevent, detect, or respond effectively to cyber disruption or attack focused on your company, people or partners

[Contact Us](#)