

# Shawn Moyer



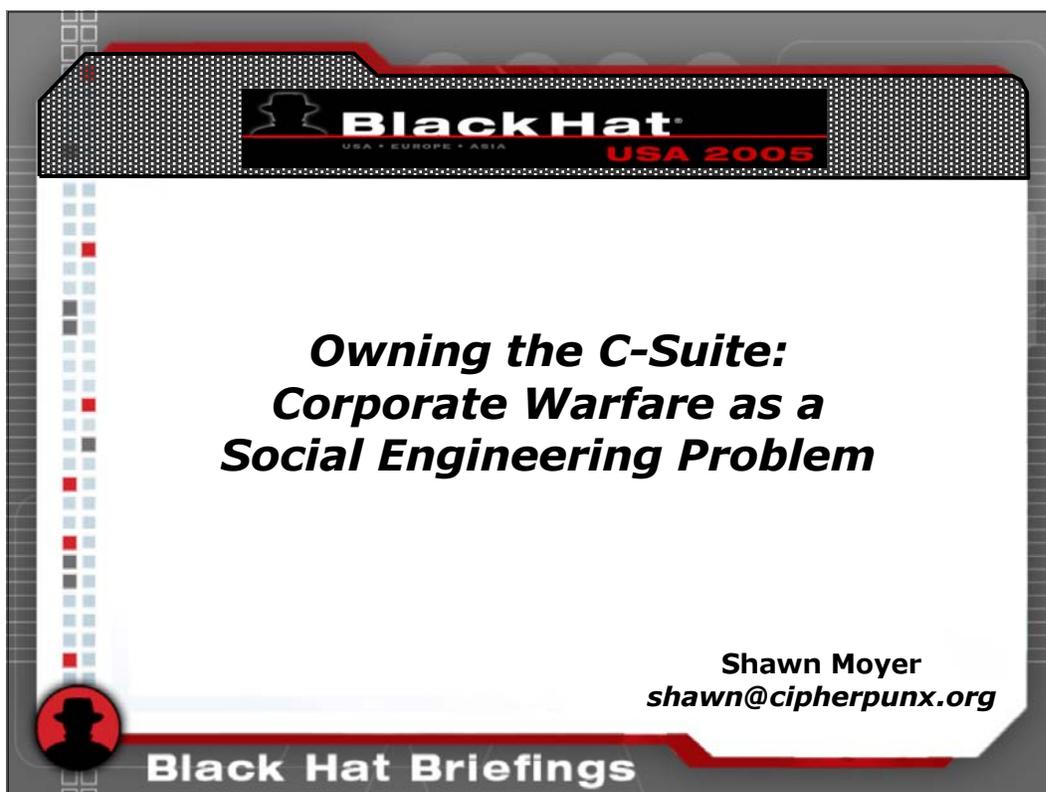
**BLACK HAT BRIEFINGS**

## Owning the C-suite: Corporate Warfare as a Social Engineering Problem

Let's face it, you ROCK at building InfoSec tech, but you SUCK at corporate warfare. Sooner or later, you WILL have to sit in a boardroom with the suits and justify your existence. If you approach your own survival and that of your security team's as a Social Engineering problem, it can not only work for you, but it can be FUN. Don't let them own you, own THEM.

*Shawn Moyer is a Lead Security Product Manager for InfoSec for one of the US's largest finance companies. He has lots of three and four letter acronyms after his name, and has led InfoSec teams at startups and smaller companies in the past. He has spent much of his career getting people who hate security to love it, and finding ways to get non-geeky people to see why they need geeks. He has been attending BH and DC for quite a few years, but has managed to keep his mouth shut until now.*



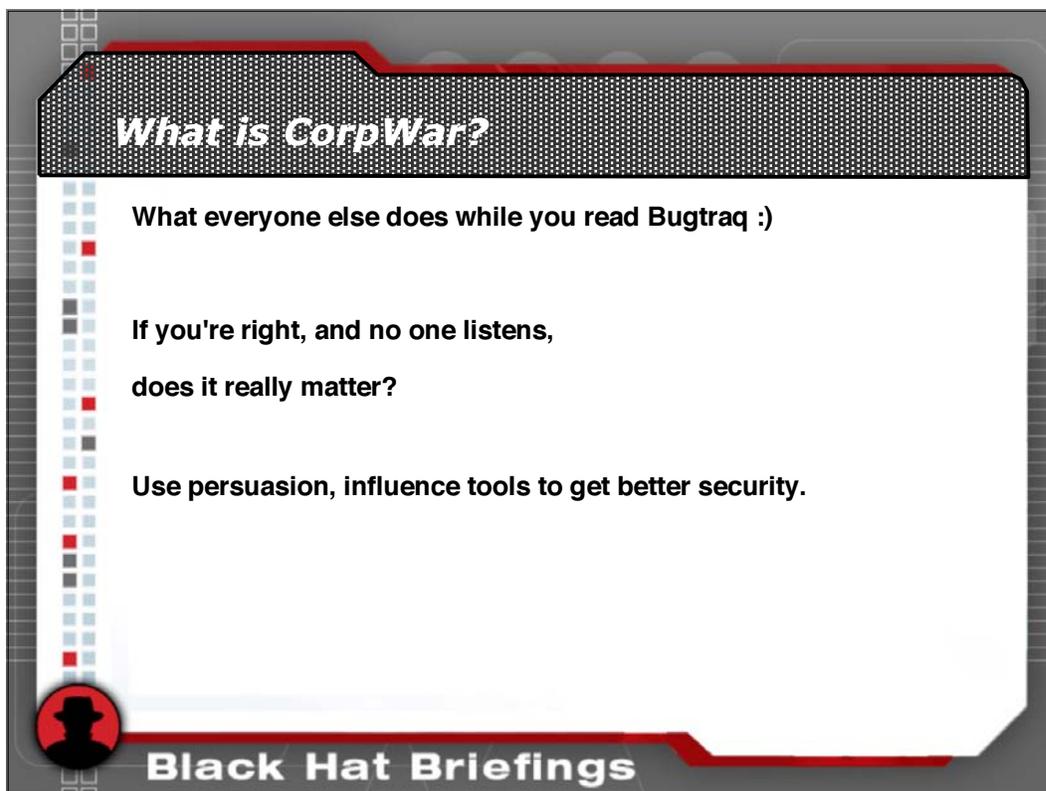


**Black Hat**  
USA \* EUROPE \* ASIA  
**USA 2005**

***Owning the C-Suite:  
Corporate Warfare as a  
Social Engineering Problem***

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***What is CorpWar?***

What everyone else does while you read Bugtraq :)

If you're right, and no one listens,  
does it really matter?

Use persuasion, influence tools to get better security.

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## *Is CorpWar SocEng?*

### **## No!**

SocEng: Instant Gratification  
CorpWar: Long, hard slog

### **## Yes!**

Same toolkit: influence, persuasion  
Reference model: Hacking as metaphor for work / life



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## *Methodology*

### **## Recon / Profile**

Find the influentials (1 in 10)  
Don't trust the org chart

### **## Plan**

What do you want?  
Focus on 2 or 3 battles

### **## Attack**

Apply influence tools to make InfoSec successful



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## CorpWar A&P Toolkit: Framing

### ## Framing (Luntz / Soros)

*Frame the debate on their terms*

*Don't count on fear to make you successful*

### # Examples

Proxies cache, too

Firewalls make the network faster

Coding standards = input val



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## CorpWar A&P Toolkit: Influence

### ## Influence (Cialdini)

*Social Psych: Pre-wired social responses*

*Autonomic behavior in humans*

### # Reciprocation

Give a little to get some back

### # Commitment / Consistency

Nobody wants to be a hypocrite

### # Authority

You probably don't have this.

Get support from mgt chain



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## *CorpWar A&P Toolkit: Branding*

### **## Career Warfare (D'Allesandro)**

*You are a commodity.  
Be a good one.*

**# "Personal Brand"**  
What's yours?  
It's always show time.

**# Personality types**  
Sycophants, Contrarians, Balanced Players



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## *Wrap-up*

Doesn't work if you add no value. Get good first.

A little goes a long way. Don't make it your life.

Sincerity is impossible to fake.  
Be persuasive, but be real.

Go forth and conquer!

Thanks!



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