

FOR IMMEDIATE RELEASE

Women in Technology Hall of Famer to Speak on Cyber Security at CISO Summit U.S.

Pioneering Thought Leader, Cheemin Bo-Linn, to Lead Energizing Think Tank at National Summit

Chicago- November 4th, 2016: CDM Media, a leading B2B marketing and media firm, has announced Cheemin Bo-Linn, President & CEO, Peritus Partners to lead as Think Tank keynote speaker at CISO Summit U.S. 2016. The Summit will take place from November 6- 8th, 2016 and will be held at the Hotel Palomar in Phoenix, AZ.

Dr. Bo-Linn has served in C-suite, President, and Board of Director roles related to both technology and the application of technology to drive global competitiveness and cost effective operations. Under her leadership, she had responsibility for managing some of the largest global data centers, leading digital transformation and marketing for customer acquisition and loyalty, accelerating mobile applications, and addressing cyber security.

Dr. Bo-Linn, a former IBM VP, was recently the 2015 inductee into the “Women in Technology Hall of Fame”, a program supported since the administration of Presidents Clinton, Bush, and Obama. She will lead an enlivening Think Tank on “Millennial Cyber Security for Retail, Finance, Transportation and Food Sectors.” Her unique perspective on cyber security will showcase how millennial consumer behavior is changing the face of cyber security as the core capabilities how companies run their business are compromised and direct attacked.

Takeaways will include:

- Millennials are “social, mobile, local, and global,” and their consumer behavior adds another layer and magnitude of cyber security.
- “Glasshouse footprints” present greater issues beyond compliance and integrated networks, yet spend threat ratio lags.
- Cyber security investments in digital technology, networks, and social engineering are now defacto requirements.

“Our interconnected world adds more vulnerability so cyber security must be a shared mission,” states Dr. Bo-Linn.

To learn about the event and register today visit:

CIO Summit US: <http://www.cisosummit.us/>

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About CDM Media

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, together with major technology solution providers. These events are driven by industry, region, organizational role and current hot topics, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago with offices in New York City and Cardiff, U.K. To learn more, visit www.cdmmedia.com.

