



Hic Sunt Leones: Surviving the Lions



Josh Brodbent



U.S. AIR FORCE



[REDACTED]



Homeland
Security



JOHNS HOPKINS
UNIVERSITY

Helping leaders turn
complexity into clarity

Current Events...

Home / World / Russian ministry site hacked, latest cyber attack against Moscow since Ukraine invasion

Russian ministry site hacked, latest cyber attack against Moscow since Ukraine invasion

Many Russian state-owned companies and news organisations have suffered sporadic cyber attacks since Russia sent its armed forces into Ukraine on February 24.

REGINA | News

Regina Public Schools remain offline, cyber attack confirmed

Brianne Foley
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JBS Foods cyber attack highlights industry vulnerabilities to Russian hackers

ABC Rural / By Angus Mackintosh
Posted Mon 30 May 2022 at 3:33am

IOTW: Romanian oil company hit by 'complex cyber-attack'
Romanian gas stations affected by suspected ransomware attack

IOTW: Costa Rica embroiled in severe, ongoing cyber-attack

The Conti ransomware gang has increased financial demands to \$20mn as Costa Rica's president calls national emergency

Jersey computers used in international cyber-attacks

News Top Stories 6 June 2022 · By freemove · Updated: 34 mins ago

Verkada Surveillance Hack, Breach Highlights IoT Risks

by George V. Hulme on March 15, 2021

How the Colonial Pipeline attack instilled urgency in cybersecurity

The federal government and private sector are still coming to terms with how to protect operational technology in an increasingly volatile threat environment.

Published May 17, 2022

VMware vulnerabilities under attack, CISA urges action

Administrators are grappling with four VMware vulnerabilities -- two older flaws that are under active exploitation and two new bugs that CISA believes will be exploited soon.

Mailchimp falls victim to social engineering



Log4j Vulnerability Puts Enterprise Data Lakes and AI at Risk

Julien Maury May 18, 2022

CYBER / NEWS BRIEFS

Gloucester Council IT Systems Still Not Fully Operational Six Months After Cyber-Attack



Trojan cyber attacks hitting SMBs harder than ever

By Catherine Knowles Mon 23 May 2022

Crypto.com confirms \$35M lost in cyber attack

The cryptocurrency exchange had claimed no customer funds were lost in the recent cyber attack, but now admits 4,836.26 ETH and 443.93 bitcoin was stolen.

Arielle Waldman, News Writer



INVESTOR ACADEMY

Death, tax and cyber attacks

Former City analyst Robin Hardy delves into the booming world of cyber security to highlight the best opportunities for investors

May 24, 2022
By Robin Hardy

Cyber attacks on small businesses jump 348% in Bahrain

This year the popular tools used by cybercriminals were web pages with redirects to exploits, sites containing exploits and other malicious programmes

East TN Children's Hospital warning parents information possibly leaked in cyber attack

by Elizabeth Kuebel
Posted: May 24, 2022 / 9:10 PM EDT
Updated: May 24, 2022 / 9:34 PM EDT

City employees start second week without email after cyber attack, but Troup 'feeling better' problem will be solved this week

MAY 17, 2022 — BY DAVID ADAM, MRN EDITOR

SolarWinds hack was 'largest and most sophisticated attack' ever: Microsoft president

By Reuters Staff

2 MIN READ



US Car Giant General Motors Hit by Cyber-Attack Exposing Car Owners' Personal Info

The Lions Are Real

Target (2013)

Vendor account exploited; 40M credit cards stolen, executives forced out

OPM (2015)

Poor data hygiene exposed 21M federal employees' sensitive records

SolarWinds (2020)

One weak password triggered a supply chain breach across 18,000+ organizations

Marks & Spencer (2025)

Supplier ransomware cut £300M from profit and erased £750M in market value

UNFI / Whole Foods (2025)

Attack on supplier halted food distribution; stock dropped 8.5%

Jaguar Land Rover (2025)

Production disrupted across global facilities, delaying deliveries and revenue

Different industries, same story. One breach, massive consequences.

PREDATORS TARGET WEAKNESS

94%

OF BREACHES

Exploit human error, not technical brilliance

43x

MORE LIKELY

To attack the isolated, not the protected

1

WEAK LINK

Is all predators need to breach your defenses
defenses





These were not elite hacks.

**"The lions don't need
brilliance. They just need us to
trade discipline for
convenience."**

These were business decisions.

Herd Security

- Predators hunt stragglers
- One weak link endangers the herd
- Leaders enforce the discipline
- NO exceptions, no weak links



HERD SECURITY: RULES OF SURVIVAL

IN LION COUNTRY, SURVIVAL IS ABOUT THE HERD MOVING AS ONE



CONSISTENCY

No exceptions without oversight



ALIGNMENT

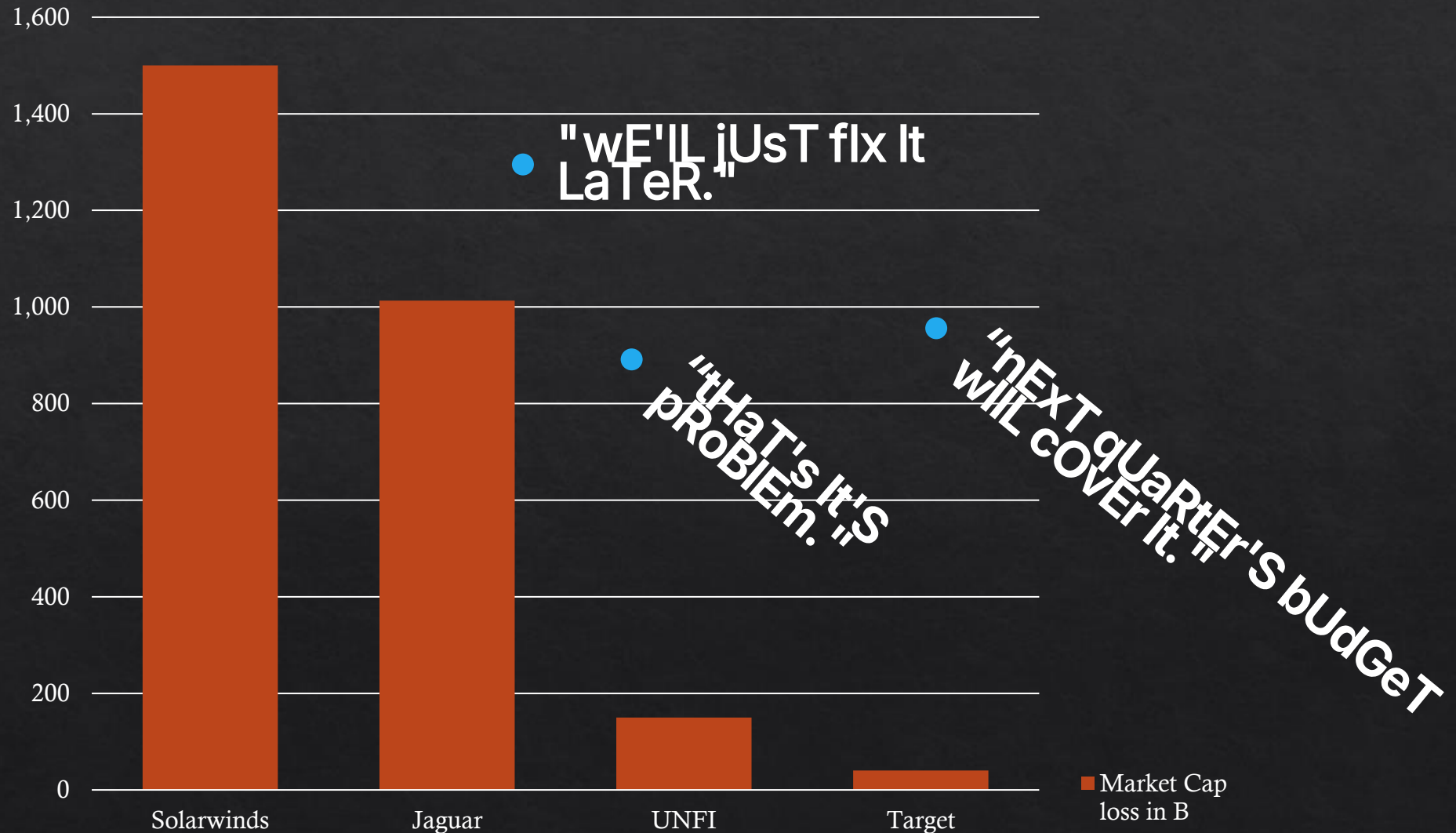
Business goals and security inseparable
inseparable



ACCOUNTABILITY

Leaders MUST lead by example

The Cost of Convenience



THE TRUST CHAIN

CUSTOMERS PERCEIVE ECOSYSTEM

Your partners are viewed as extensions of you

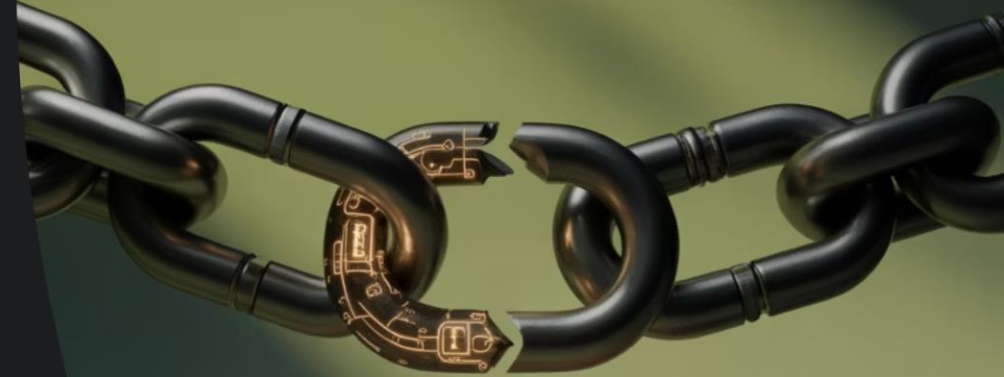
ONE WEAK PARTNER DAMAGES ALL

The entire brand family suffers from a breach

INTEGRATION IS A PROMISE

Partners aren't just vendors; they're your guarantee

TRUST IS THE PRODUCT. SECURITY IS THE GUARANTEE.





When Lions Hunt Leaders Directly

When leaders cut corners, the herd pays the price

You're a Primary Target

Attackers know your name, role, and authority

Executive Defense Protocol

- Multi-channel verification for sensitive requests
- Unique passwords across systems
- Multi-factor authentication on all accounts
- 30-second pause before action



LEADERSHIP IMPERATIVE

- **Security is not IT's burden — it is leadership's discipline.**
- Leaders must enforce a consistent, aligned, and accountable approach to security.
- No exceptions, no weak links, no stragglers.

When leaders model the discipline they expect, the expect, the entire herd follows.

HIC SUNT LEONES

ANCIENT WARNING

On old maps, marked territories of
danger

MODERN CHALLENGE

Digital wilderness requires vigilance

OUR CHOICE

Move together as a herd - no lion can
break us

SURVIVE TOGETHER OR FALL ALONE

QUESTIONS?