Jonathan Arena Jacob Blacksten Connor Swalm

Panel Discussion: Cyber Security Hygiene— 7 Tips to Keep your Small Business Safe

Small and large businesses alike face the same cyber security risks. In most cases, they are the result of social engineering, accidental data exposure, and/or lack of education in cyber security. While most larger businesses have taken steps to reduce their cyber security risks, smaller businesses continue to lag behind because they do not have the knowledge or in-house expertise to combat the current threats.   However, there are many straightforward things a business can do to reduce their risk of becoming a casualty of a cyber-attack. When small businesses do the basics, their cyber security risk footprint will significantly decrease.

Biography

Jonathan Arena, CISSP, ITIL, CSM is a recognized technology, cyber security & disaster recovery expert. He is the President & Founder of White Clay Technology, as well as the author of "Cyber Security Essentials for Small Businesses". Jonathan is also a technology, cyber security & data privacy professor at Wilmington University. He has served as a cyber security advisory board member to the University of Delaware, Rutgers University, Ithaca College, and Wilmington University. Jonathan is also a board member of the Technology Forum of Delaware. Jonathan was named a "Delaware Achiever & Innovator Under 40" by the Delaware Business Times.

Jacob Blacksten University of Delaware graduate of the Lerner College of Business and Economics, Jacob received his BS (2016) as dual major in Finance and Management Information Systems. Returning to Delaware after serving as a Digital Forensic Investigator in the Manhattan, NYC office of Stroz Friedberg an AON Company, a global risk management firm specializing in cybersecurity, investigation, eDiscovery, intellectual property and due diligence. Jacob is skilled in a range of software and hardware platforms and the measures in which to secure them. With expertise in cybersecurity, database management, digital marketing and finance, Jacob is passionate about technology, gathering market information, and applying data to drive sales and decrease costs. Launching and incorporating his own business while a sophomore at UD, Jacob expanded his food truck business by integrating custom inventory tracking software and implementing a new point of sale system. Proudly labeled "The Tech Guy," Jacob is always looking to discuss the latest and greatest technology—computers, phones, or gadgets.

Connor Swalm is the cofounder and CEO of an anti-phishing and employee security awareness training platform named Phin Security. We founded our company in late 2018. He has been studying phishing and how to prevent it inside organizations. I have presented multiple times on employee security, phishing, and how we can prevent it successfully.

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