



## Mark Lance

### **Anatomy of Ransomware**

In today's ever-changing threat landscape, the prevalence of ransomware continues to be an extremely impactful and disruptive issue. This presentation delves into the intricacies of ransomware attacks, and the associated impacts on individuals, organizations, and societies. We'll explore strategies needed to defend against criminal threat actors by examining real-world case studies, providing insights into the economics and structure of cyber-criminal organizations, and discussing the latest trends in attack methodologies. Overall, this presentation aims to raise awareness and provide actionable recommendations for safeguarding your digital assets. Join us in exploring the always evolving threat landscape of ransomware, and how you can minimize the associated risk.

### **Biography**

Mark Lance, Vice President of DFIR & Threat Intelligence, is responsible for the Digital Forensics, Incident Response, IR Advisory Services, and Threat Intelligence at GuidePoint Security. Since beginning his career in 2001, Mark has a proven record of delivering security and consulting services to clients, including numerous members of the Fortune 100. His professional experience includes leadership of global Incident Response/Discovery practices, a global Customer Success organization, performing Consulting engagements, and delivery of Managed Security services. In his most recent roles, he has worked with various customers across multiple verticals to assist with their consulting requirements, including response to incidents involving threats from nation-state sponsored actors to the most recent ransomware variants. In this capacity, he has built and manages teams of highly technical and specialized practitioners with competencies in network traffic analysis,

host forensics, malware analysis/reversing, digital forensics, and policy review, to tactically and effectively address immediate customer needs, while also considering development of long term strategy for continued customer success. Mark's technical background stems from many years in technical roles, beginning as a 24x7 SOC analyst for a global MSSP in 2001, and through continued work directly with clients and teams to maintain technical proficiency.

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