



# Cybersecurity & Data Privacy Communications

CYBER INCIDENT PREPAREDNESS



EXPERTS WITH IMPACT™

# Cyber Incident Preparedness Overview

According to the FBI, over \$6.9 billion was lost to cybercrime activity in 2021 alone. It's clear that no company is immune to cyber incidents themselves or the broad business challenges often faced because of an attack, and when the stakes are high, it's imperative to know what to say, how and when to say it, and to whom.

Having a robust preparedness plan in place – and continually stress testing that plan – is a crucial component to managing the entire lifecycle of a cyber incident and can be the difference in preventing financial and reputational setbacks as well as avoiding legal repercussions following a cyber incident. FTI's competitive edge stems from our proven expertise in helping our clients prepare for cyber incidents and positioning them to respond appropriately when an incident occurs.

FTI Consulting's Cybersecurity & Data Privacy Communications team's proven expertise and dedication to client service has earned several accolades, including 2022 Cybersecurity PR Agency of the Year by the Cybersecurity Excellence Awards. Our team of experts have in-depth experience working on active cyberattacks on critical infrastructure and cybersecurity incidents involving PII, IP, PHI and have successfully navigated business email compromise, phishing and spear phishing, DDoS, credential stuffing, nation-state, and large-scale, and double-extortion ransomware attacks.

Our team consists of former intelligence agency officials, corporate communications leaders, journalists, attorneys, government spokespersons, and Congressional investigators who have advised on or managed some of the most complex and high-profile data security and privacy incidents around the world.

## BY THE NUMBERS



74% of surveyed organizations were infected with ransomware in 2021.



Recovering from a ransomware attack cost businesses \$1.85 million on average in 2021.



82% of organizations are concerned their company is vulnerable to a cyber attack.



Annual ransomware damages are predicted to skyrocket to \$20 billion by the end of 2022.



56% of organizations do not have a cyber incident response plan. And only 32% think that their plan is effective.

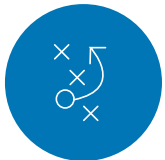
# Cyber Incident Preparedness Offerings

In the face of potential threats to an organization's continuity and reputation, preparedness and positioning for swift, decisive reaction are the keys to a timely recovery and to establishing confidence among colleagues, customers, investors, and other stakeholders. FTI's Cybersecurity & Data Privacy Communications team has helped some of the world's largest organizations prepare for a wide array of potential cyber incidents. Our team takes a holistic approach to preparedness, combining contingency plans for business continuity and the framework of a communications response into a single, comprehensive strategy designed to position the client to react to a crisis immediately:



## Organizational Preparedness Audit

The FTI team begins by conducting an audit of the organization's current state of readiness, including an assessment of the organization's current procedures, materials, and escalation protocols. The team will evaluate current readiness through a series of in-depth interview with personnel across management, communications, legal, government relations, and IT/OT departments, which would explore specific threat, past challenges in issues management, and opportunities for improvements.



## Cyber Preparedness Playbook and Response Plan

The FTI team utilizes the findings from its audit – as well as first-hand knowledge from managing hundreds of cyber incidents – to update and/or build a custom, cyber communications preparedness playbook designed to address an organization's unique needs and legal obligations during a cyber incident. This cybersecurity response plan would contain a process outlining the incident recognition and escalation and internal and external stakeholder notification, scenario plans and corresponding templated materials.



## Cyberattack Simulations & Tabletop Exercises

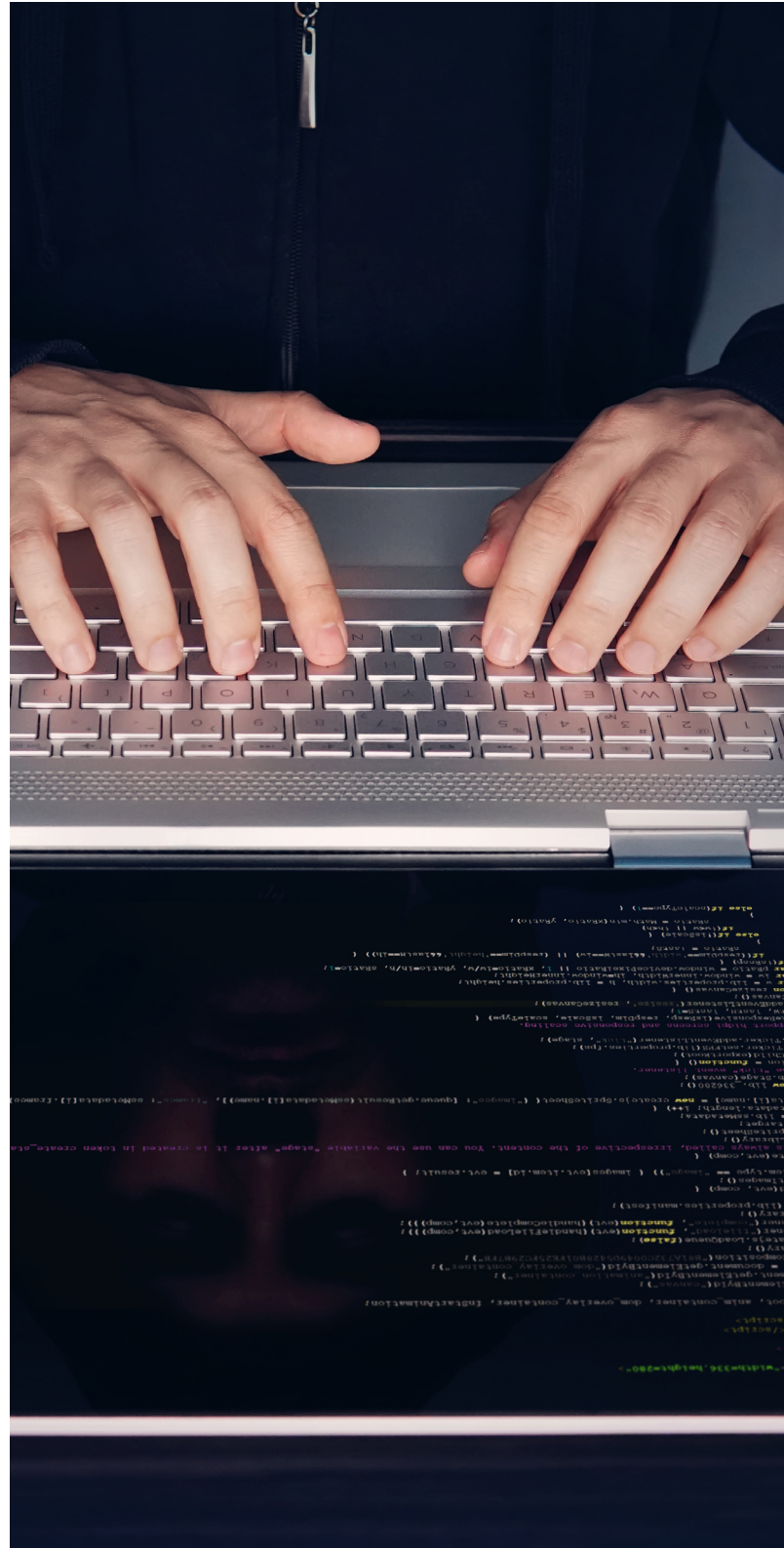
The FTI team develops and facilitates high-pressure, realistic simulations and tabletop exercises designed to mimic a real cyberattack, and stress test an organization's operational and communications capabilities. Following the completion of a tabletop simulation, the team would provide in-depth feedback and analysis outlining your organization's strengths and areas for improvements.

# Our Experience



## Cyber Preparedness

FTI Consulting is currently supporting a multinational, Fortune 200 technology company in the development and implementation of a cybersecurity preparedness plan to ensure the Company is best equipped to navigate the gamut of cybersecurity threats, including ransomware, insider threat and IP theft, Distributed Denial of Service attacks, and vendor compromise. As part of this process, FTI has performed a thorough audit process, which has included a robust review of existing Company documents and protocols, as well as conducted over 35 In-Depth Interviews with Company leaders across teams, levels, and geographies, to understand and evaluate the Company's existing capabilities, identify gaps, and to inform the development of a cybersecurity preparedness plan that addresses the concerns and considerations of the whole organization. FTI has already used these learnings and our understanding of cybersecurity best practices to develop a ransomware preparedness plan, and is currently in the process of developing an enterprise-wide general cybersecurity incident response plan – which, among other components, outlines the roles and responsibilities for a global response team and supporting team members; methods and channels for communicating with various stakeholders audiences, especially in the event of network outages; a detailed 24- and 72- hour scenario-specific incident response checklist to guide response activity; and tailored, template materials across several cybersecurity-related crisis scenarios. In addition, as a result of this engagement, FTI has been established as the client's cyber crisis response provider, should a cybersecurity incident occur.



# Our Experience



## Cyber Preparedness

Since 2015, FTI has worked numerous times with a top 15, publicly-listed diversified financial services company to re-design the company's crisis management structure and test teams' crisis readiness through fictional simulations, which serve as socialization exercises. Most recently, members of FTI's Cybersecurity & Data Privacy Communications team developed and facilitated a realistic exercise that guided the client through common trigger points of a typical ransomware attack and prompted the team to react and respond to a variety of escalating injects, with FTI playing the role of third-party advisors and answering questions and providing insight when necessary. Upon conclusion of the simulation, FTI produced an after-action report that explained key observations and recommendations for the client team to improve upon in the future, including suggestions for real-world applicability of the crisis response plan.



# Your FTI Team



## Meredith Griffanti

Senior Managing Director, New York

Meredith Griffanti co-leads the firm's Cybersecurity & Data Privacy Communications practice, specializing in complex cybersecurity attacks and data privacy investigations. She provides counsel to clients on both cybersecurity preparedness and incident response matters and has worked on some of the most high-profile and highly sensitive data breaches around the world. Ms. Griffanti helps her clients effectively and transparently communicate with their key stakeholders – from media, to employees, to customers and regulators – before, during and after a cybersecurity incident. Prior to joining FTI, Ms. Griffanti spent six years as a spokesperson for Equifax, stepping in to manage crisis communications and drive enterprise messaging around one of the largest cyberattacks in history. Her leadership and work with the Company's new Chief Information Security Officer post-breach largely contributed to rebuilding trust with Equifax's key stakeholders and helped regain the Company's credibility as an industry leader in data protection and cybersecurity. She is also a veteran of both the U.S. Senate and U.S. House of Representatives, where she served as a communications director and press secretary to several elected officials. She was named a "2020 Person of the Year for Crisis Management" by PR News and received a Cybersecurity Excellence Award for being the "2021 Cybersecurity PR Professional of the Year". In 2021, she also received Consulting Magazine's "Rising Star Award" for her crisis communications expertise. Ms. Griffanti is currently preparing for the Certified Information Systems Security Professional (CISSP) exam to further deepen her cybersecurity credentials.



## Evan Roberts

Managing Director, New York

Evan Roberts co-leads the firm's Cybersecurity & Data Privacy Communications practice and his experience runs a gamut of diverse scenarios and includes ransomware attacks, large-scale data exfiltration, spear phishing attacks and employee data theft. In his role, Evan advises companies and develops and executes multistakeholder communication programs around moments of significant change and crisis, including data privacy challenges, cybersecurity incidents and other crisis scenarios. He has particular expertise in designing and implementing complex issues management campaigns and providing crisis communications support around cybersecurity incidents. He has counseled clients through nation-state attacks and ransomware incidents conducted by some of the highest-profile threat actors, as well as insider threats and breaches involving third-party vendors that led to significant data compromise. He also has extensive experience counseling clients through cybersecurity preparedness exercises and designing scenario plans and response playbooks to prepare for a variety of potential cyber crises. Evan has provided cyber response and issues management counsel to a range of companies, from publicly traded Fortune 500 businesses to smaller operators with less established infrastructure and communications functions. Evan's select client engagement work includes some of the largest and most complex cybersecurity incidents around the globe, including some of the most highly publicized ransomware attacks in recent memory. He is a member of the International Association of Privacy Professionals (IAPP) and has spoken at some of the most prominent cybersecurity industry events as an expert in cyber crisis communications.

# Your FTI Team



**Jamie Singer**  
Managing Director, Chicago

Jamie Singer co-leads the firm's Cybersecurity & Data Privacy Communications practice and has counseled hundreds of organizations ranging from Fortune 500 companies to public sector organizations through some of the most high-profile and largest cybersecurity crises of the past decade. Jamie works closely with leading cybersecurity law firms, insurance companies and forensics providers to assist organizations with strategic communications and reputation management services before, during and after significant cyber incidents. She is recognized for her exceptional ability to strategically lead clients through the complexity of a high-impact crisis in a challenging environment with a critical eye on reputation management and responsive crisis communications. Prior to joining FTI Consulting, Jamie was an Executive Vice President and Director of Data Security, Privacy and Crisis Communications at Resolute Strategic Services, where she led the CyberStrategies division. Jamie also spent 7 years at Edelman, where she was a Senior Vice President in the firm's Crisis & Risk practice and a senior lead in the U.S. Data Security & Privacy Group. Jamie has spoken and written on data security and privacy crisis communications topics for numerous industry-leading organizations, including NetDiligence, HIMSS, SANS Institute and Security Magazine.



**Kate Rosenthal**  
Director, New York

Kate Rosenthal leads the Cybersecurity & Data Privacy Communications team's Cybersecurity Crisis Preparedness offering and specializes in the development and implementation of crisis management programs for organizations seeking to improve their readiness to manage threats to business and operational continuity, license to operate, and stakeholder relationships related to cybersecurity incidents. In her role, Ms. Rosenthal expertly guides organizations of all sizes and across a wide variety of industries, including healthcare, energy, financial services, retail, and technology, in designing, training, and exercising robust cybersecurity crisis management frameworks that address response vulnerabilities, improve response efficiency and procedure, and mitigate legal, reputation, and operational risk. Of late, her work has included supporting a Fortune 150 technology company in the design and socialization of an enterprise-wide cybersecurity crisis management infrastructure and training program – including response team formation and escalation, incident response action items, executive training, and tabletop exercises for several distinct cybersecurity risks, including ransomware, espionage, and IP theft. Ms. Rosenthal is a certified Associate Business Continuity Professional (ABCP) from DRI International and is currently pursuing a Master's in Emergency & Disaster Management from Georgetown University.

# Your FTI Team



## **Sara Sendek**

Senior Director, Washington D.C.

Sara Sendek is a Senior Director in the firm's Cybersecurity & Data Privacy Communications practice and cybersecurity communications expert with over 15 years of experience in public affairs and media relations. She formerly served as the Director of Public Affairs for the Cybersecurity & Infrastructure Security Agency (CISA). In this role, Ms. Sendek oversaw CISA's media relations operation, played a key role in the 2020 election security efforts, and was part of the federal government response efforts to the SolarWinds compromise. She also served as the former White House Director of Rapid Response in the Bush Administration and most recently spent time at the Aspen Institute's Commission on Information Disorder.



## **Kelly Miller**

Senior Director, Washington D.C.

Kelly Miller is a Senior Director in FTI Consulting's Cybersecurity & Data Privacy Communications team. Ms. Miller provides technology and cybersecurity companies, from Fortune 50 to startups, with communications support through crises, public investigations and regulatory overhauls. Her experience includes leading ransomware response for companies in a variety of industries, navigating sensitive national privacy debates with top-tier press, building emerging brands into power players in federal cybersecurity, and supporting pro-wireless innovation campaigns through FCC approval. Prior to joining FTI, Ms. Miller served as Vice President at Banner Public Affairs, where she led technology client accounts and founded the firm's startup practice. During her tenure, she provided trusted counsel and steered campaigns on issues including encryption and law enforcement, cybersecurity breaches and public health technology initiatives. In addition to working with clients in technology and IT, she led accounts in the aerospace and defense sector with a focus on space and intelligence systems.



# Your FTI Team



**Adriana Villasenor**  
Senior Director, New York

As a member of FTI Consulting’s Cybersecurity & Data Privacy team, Adriana Villasenor advises companies facing critical and complex crises, executing high-velocity, multi-stakeholder communication programs in response to a variety of incidents. Adriana has 17 years of experience managing Cyber, FinTech, and ESG communications for publicly traded and privately held organizations, from billion-dollar consumer brands to global financial technology firms. Prior to joining FTI, Adriana was Chief Communications Officer at the Financial Services Information Sharing and Analysis Center (FS-ISAC). In addition to proactive communications, she led the financial industry’s media response during large-scale cyber threats and incidents.



**Matt Saidel**  
Senior Director, Chicago

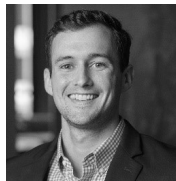
Matt Saidel is a Senior Director in the Strategic Communications segment of FTI Consulting and is a member of the Cybersecurity & Data Privacy Communications team. Mr. Saidel counsels clients across sectors before, during, and after significant cybersecurity incidents. He has supported dozens of public and private organizations - including those in health care, technology, retail, financial services, government, and manufacturing – execute complex stakeholder management and public communications programs under operational duress. Matt has also served in cross-functional leadership roles, serving as a government spokesperson and contributing to public affairs, media relations, and corporate communications projects.

# Your FTI Team



**Allie Bohan**  
Director, New York

Allie Bohan is a Director in the Strategic Communications segment of FTI Consulting. She is part of the segment's Crisis & Litigation practice and a member of the Cybersecurity & Data Privacy Communications team. Ms. Bohan supports clients during moments of distress and transformational change, including those undergoing cybersecurity incidents, data breaches, crises, litigation, or corporate restructurings. Ms. Bohan's work involves the execution of multi-stakeholder communication programs for clients across industries, including those such as financial and professional services, healthcare, aerospace & defense and technology. Over the past year, Ms. Bohan has supported dozens of public and private entities respond to and manage cybersecurity incidents, including major double-extortion ransomware attacks, vendor compromise and cybersecurity incidents involving major operational disruptions. Her work involves the development of comprehensive communications materials for audiences including customers, employees, vendors, media, government regulators, among others.



**Jack Rozier**  
Director, Chicago

Jack Rozier is a Director in the Strategic Communications segment at FTI Consulting and is based in Chicago. In his role, Jack helps organizations across all sectors prepare for and respond to disruptive cybersecurity incidents. At FTI, Jack leads incident response teams that provide clients with crisis communications counsel during volatile cybersecurity incidents. Jack has managed dozens of active ransomware attacks and other cybersecurity matters, and has played key client management, media relations, and stakeholder engagement roles on teams responding to some of the most high-profile ransomware attacks in history. Jack also partners proactively with organizations to test existing incident response plans and regularly conducts exercises aimed to challenge client's crisis communications capabilities. Prior to joining FTI Consulting, Jack spent two years as a Senior Account Executive on Edelman San Francisco's Crisis & Risk Management team.

# Your FTI Team



## **Pat Hall**

Senior Consultant, New York

Pat Hall is a Consultant on FTI's Cybersecurity & Data Privacy Communications team in New York City. In his role, Pat works with a broad range of clients facing cybersecurity challenges and data breaches. Pat has worked on a variety of ransomware attacks spanning nearly every industry, including manufacturing, infrastructure, and financial services. Prior to joining FTI, Pat worked as a senior staff member to former governor Susana Martinez in Santa Fe, New Mexico, assisting with issues ranging from land and water use to border security and more.

## EXPERTS WITH IMPACT™

**FTI Consulting** is an independent global business advisory firm dedicated to helping organizations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centers throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.

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