



# **Mid Atlantic Association for Financial Professionals**

## **Virtual Financial Forum: Insights 2020**

**September 23, 2020**

Presented by the MAAFP Board

**Kaliopi Provencher, President | Michelle Vanschoorisse, VP | Diane Mann, Treasurer | Katie Kirkpatrick, Secretary  
Jerri Thomas, Past President | Jane Padgett, Past President | Jennifer Erickson | Kevin Stever**

**Sponsored by**



## Session One

1.2

10:05 AM -11:05 AM

60

Presenter

### Interactive Cyber Attack Simulation

An expert in Cybersecurity & Technology Controls will simulate a cybersecurity threat to your organization. The exercise will explore issues and solutions that focus on cybersecurity risk scenarios, like phishing attacks and fraud. Attendees will leave the discussion with applicable best practices.

Dara Silverman



Senior Associate of Exercises and Social Engineering

JP Morgan Chase

305.213.4182

dara.l.silverman@jpmchase.com

jpmorganchase.com

601 Pennsylvania Ave. NW, Floor 2, Washington DC, 20004

## Session Two

1

11:10 AM -12:00 PM

50

Presenter

### Global Trade, International Payments and FX

Get up to speed on FX markets in 2020:

- Impact of Coronavirus, US elections
- Currencies to watch
- Navigating the global payments landscape:
- International ACH
- FX volatility
- Receivables from foreign parties
- Reconciliation and compliance

Kim McKenna



Director of International Services

Rockland Trust

781.982.6465

kim.mckenna@rocklandtrust.com

rocklandtrust.com

288 Union St, Rockland, MA 02370

## Session Three

1.2

12:05-1:05 PM

60

4 Presenters – Panel  
Moderated by Kaliopi Provencher

### Is Your Company Ready for a Data Breach?

A panel discussion bringing together the legal, technical, and insurance perspectives on how to handle a data breach.

Key takeaways from the presentation:

- What to do before a breach occurs
- Insight from experienced legal, cybersecurity, crisis communications and insurance specialists for key considerations and mistakes during a data breach; and
- Taking the practical steps gained back to your organization to prevent and mitigate the harms of a potential data breach.

Spencer Pollock



Attorney

Niles, Barton & Wilmer, LLP

410.783.6392

ssplock@nilesbarton.com

nilesbarton.com

111 South Calvert St., Baltimore, MD 21202

Meredith Griffanti



Managing Director

FTI Consulting

Ashley Burdon



Cyber Claims Manager

CFC Underwriting

Roger Hockenberry



CEO

Cognitio

## Session Four

0.6

1:15 to 1:45 PM

30

Keynote

### Maryland's Economic & Fiscal Health

As part of our ongoing commitment to provide regional economic insights, this year, we will hear directly from the State's chief financial officer, Comptroller Peter Franchot on the economic and fiscal health of the state from the inside out.

Peter Franchot



Comptroller

Comptroller of Maryland

410-260-6054

cpfeiffer@comp.state.md.us

comp.state.md.us

301 West Preston Street, Room #310 Baltimore, MD 21201-2383



---

**Dara Silverman - Senior Associate of Exercises and Social Engineering**

Dara Silverman leads effective planning, design, conduct, and evaluation of both internal and external discussion-based exercises. Silverman routinely partners with subject matter experts to gather information and build complex and realistic scenarios that stress-test playbooks, identify capabilities, and bridge gaps in response to a cyber disruption affecting the financial sector. Silverman received a Master's Degree in Public Health and Disaster Management from University of Georgia and a Bachelor's degree in Sociology & Public Administration from Florida State University.

---

**Kim McKenna Director of International Services Rockland Trust**

As Director of International Services, Kim oversees FX trading and derivatives plus additional FX services to consumer and business clients throughout the banks footprint. She joined Rockland Trust in 2013. Kim has over 25 years of foreign exchange and international business management experience. She is an active member of the North American Regional Bank Foreign Exchange group. For the past 4 years, she has brought financial education to the senior class at her local high school with a one-day Credit for Life fair. Kim is the team captain of the Pan-Mass Challenge "PMC" Team Berio Rockland Trust and has ridden the 2 day PMC for 5 years. Kim has a BA from the Massachusetts College of Liberal Arts.

---

**Spencer S. Pollock, Esq., CIPP/US, CIPM, Cybersecurity Attorney, Niles, Barton & Wilmer, LLP**

Mr. Pollock is an award-winning data security and cybersecurity attorney, public media figure, and leader of Niles, Barton & Wilmer, LLP's data security and cybersecurity law practice. Mr. Pollock assists clients in navigating and complying with the applicable state, federal, and international data security, cybersecurity, and privacy laws and regulations. In the event of a data breach, Mr. Pollock analyzes and determines the applicable laws impacting clients and assists each with all necessary steps to stay compliant to avoid fines, penalties, and potential regulatory investigations and civil lawsuits.

---

**Meredith Griffanti – Managing Director, FTI Consulting**

Meredith specializes in crisis communications and high-stakes litigation, with a focus on complex cybersecurity attacks, data breach investigations, and privacy issues. She provides counsel to clients on both cybersecurity preparedness and incident response matters involving PII, PHI, IP, and other sensitive data across a wide range of industries. Prior to joining FTI, Ms. Griffanti spent six years as a spokesperson for Equifax, most recently stepping in to manage crisis communications and drive enterprise messaging around the response to one of the largest cyberattacks in history. Her leadership and work with the company's new Chief Privacy Officer and 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.

---

**Ashley Burdon – Cyber Claims Manager, CFC Underwriting**

Mr. Burdon is the Cyber Claims Manager at CFC Underwriting. He has worked at CFC for eight years, initially handling claims across a wide range of business lines before focusing on cyber claims four years ago. Mr. Burdon now manages a team of 10 cyber claims adjusters. He is highly experienced in handling cyber claims involving first-party ransomware, data breaches, business email compromise, and third-party liability lawsuits arising out of cyber incidents.

---

**Roger Hockenberry - CEO, Cognito**

Roger Hockenberry is CEO of Cognito, a leading consulting firm in cyber industry, whose offerings encompass critical review utilizing their Cyber360 methodology, creating cyber strategy and intelligence, and remediation of cyber issues. Prior to Cognito, Mr. Hockenberry was the Chief Technology Officer of the CIA's Directorate of Operations. In addition, Mr. Hockenberry served as Chief of Cyber Solutions for the CIO and as an Innovation Officer. Prior to the CIA, Mr. Hockenberry was a Managing Partner at Gartner, the leading research and consulting firms in the IT space.

---

**Peter Franchot – Comptroller, State of Maryland**

Peter Franchot has served as Maryland's 33rd comptroller since 2007. As Maryland's chief fiscal officer, Franchot works for families and small businesses, and champions fiscal policies that strengthen the economy. Franchot also regulates alcohol, motor fuel, and tobacco and reviews and approves billions of dollars in state contracts annually. Previously, Franchot served in the House of Delegates and on the House Appropriations Committee. Throughout his career, he has been a strong advocate for education, health care, transportation, and environmental protection. Comptroller Franchot attended Amherst College and Northeastern School of Law and served in the US Army.

