

AUSTIN FORUM

ON TECHNOLOGY & SOCIETY

Connect. Collaborate. Contribute.™

Welcome to the
Austin Forum on Technology & Society!

We cover emerging, disruptive, and pervasive technologies to help you understand how these can and will impact your organizations, communities, and lives!

*We bring leaders, thinkers, builders, creators, and learners together to **connect, collaborate, and contribute!***



The New & Enhanced Cybersecurity Threats and Challenges—and Recommendations for 2024

February 6, 2024

Our Partners Make Austin Forum Possible!

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AUSTIN FORUM
ON TECHNOLOGY & SOCIETY

www.austinforum.org

Welcome, NFP!



John Thorbahn
Managing Director,
Leader of Texas Sales



Mark Rieder
Head of Innovation

Welcome, Johnson & Johnson!

Johnson & Johnson

Special Offer for Austin Forum Fans!



CIVO
NAVIGATE 

— North America 2024 —

FEBRUARY 20TH & 21ST - AUSTIN TX

Experience a tech event focused on navigating and succeeding within the cloud native landscape.

Talks covering topics like:

- AI/ML
- DevOps
- Kubernetes
- Edge Computing
- GitOps
- Security
- WASM
- + More!

REGISTER HERE

50% off code:
AFCIVONAV24

You can be an Austin Forum Champion today!

BE A *CHAMPION*
OF THE FORUM!

Champions help us program and provide great educational programming and informative experts (\$1000+)

www.austinforum.org/support

- Offer advice on programming topics, invited speakers, podcasts & events
- Attend the annual meeting & VIP reception
- Get a nice tax deduction!
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BE A *FRIEND*
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- Get cool AF swag
- Get a tax deduction!
- 100% of your gift goes to executing the Forum
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Thank you to our Austin Forum Champions!

Brad Englert

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Nancy Giordano

Roy Truitt

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J. Craig Wheeler

Kelley Knutson

Luke Wilson

Steve Sharpless

Thank you to our Austin Forum Friends!

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Homer Hegedus

James Hillhouse

Kevin Hughes

Vaishali Jadhav

Katherine Korytkowski

Steve Krant

Gabe Schuyler

Andy Stewart

Chris Van Loan

Jarrett Webb

We have 6 ways to learn, share, connect!

Live monthly events	Online content
<p>Presentation + Networking events</p> <ul style="list-style-type: none">• Expert presenter-focused• In-person and online—hybrid• Recording and slides posted online	<p>NEW: Workshops</p> <ul style="list-style-type: none">• Offered by Austin Forum partners and friends• Free, or with special discounts for AF attendees• Designed to accelerate technical understanding, expertise
<p>Meetup discussion events</p> <ul style="list-style-type: none">• Participatory for everyone• In-person only• Never recorded—speak freely!	<p>Podcasts – Austin Forum Upload</p> <ul style="list-style-type: none">• Audio only• Conversation formats• Hosted in all major podcast stores, AF website
<p>Book discussion events</p> <ul style="list-style-type: none">• Participatory for everyone• Online only• Never recorded—speak freely!	<p>Slack Community, Website, Newsletter</p> <ul style="list-style-type: none">• Get updates and register for events• Learn more about the Austin Forum• Ask questions, share, etc. (Slack)

Austin Forum Upload: New episodes out now!



Latest episodes!

- **#75 – Global and Austin Technology Trends for 2024**
- **#74 – Preview of SXSW 2024 with Hugh Forrest**
- **#73 – Supercomputing: What’s New in the Biggest, Fastest Computing for Science and Industry**
- **#72 – The Future of Infrastructure is Smart**
- **#71 – How Tech Can Reinvent Fashion**
- **#70 – Are Large Language Models the Evolution of Information Organization? w/Byron Reese**

Before we get started, join our slack

Why join the Austin Forum Slack workspace?

1. Continue and deepen the conversation after Austin Forum events
2. Find new opportunities for collaboration, mentoring, working, and more
3. Promote local events and relevant Tech & Society opportunities
4. Because this gives *everyone* in our community—online and in-person—the *same* way to ask questions!

How?

1. Open a web browser
2. Go to: www.austinforum.org/slack
3. Click “Join the Austin Forum Slack Workspace”
4. Enter your email address
5. Check your email to confirm Slack invitation
6. Enter your name and click “Create Account”
7. You’re in! You can use the Slack mobile app now, too.
8. Add channels to your view using + **Add channels**)

***Q: Share one of your most sensitive passwords with
someone sitting next to you...***

(30 seconds)


Kidding! Don't do that!

Q: Have you ever been hacked personally? At work? What did you do to recover?

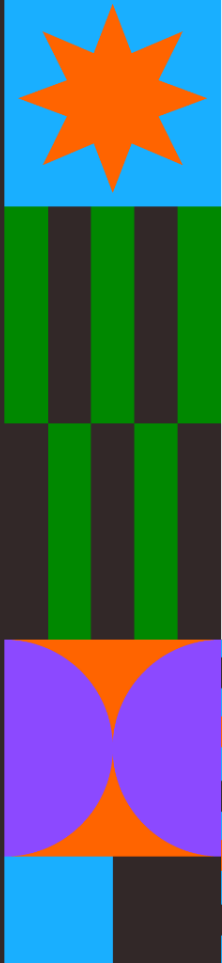
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1 2 3 4 5 6 7 8 9 10

11 12 13 14 15 16 17 18 19 20

21 22 23 24 25 26 27 28 29 

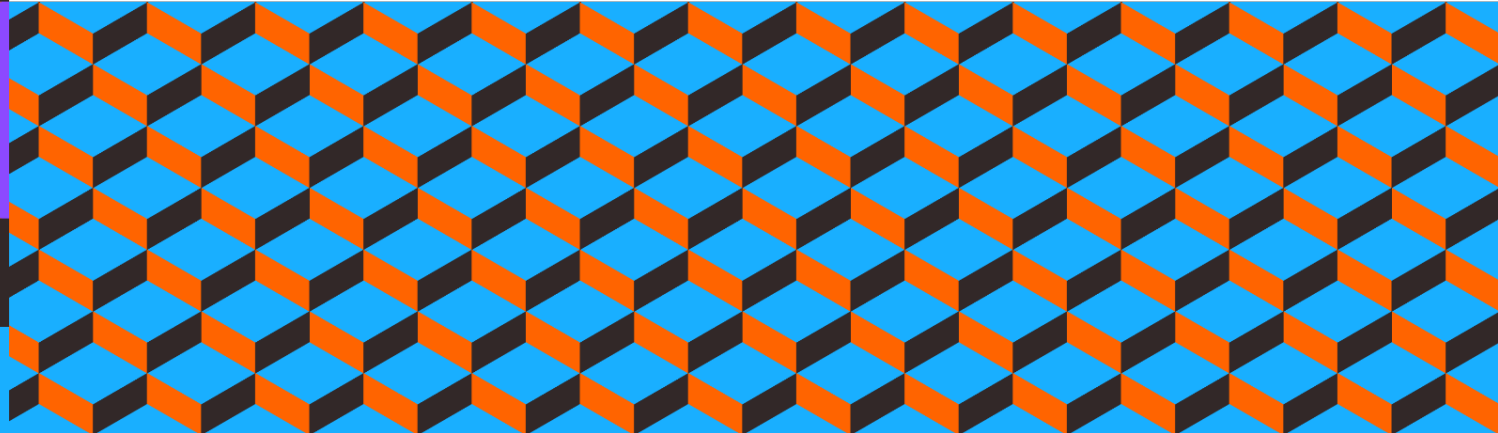
SXSW
2024

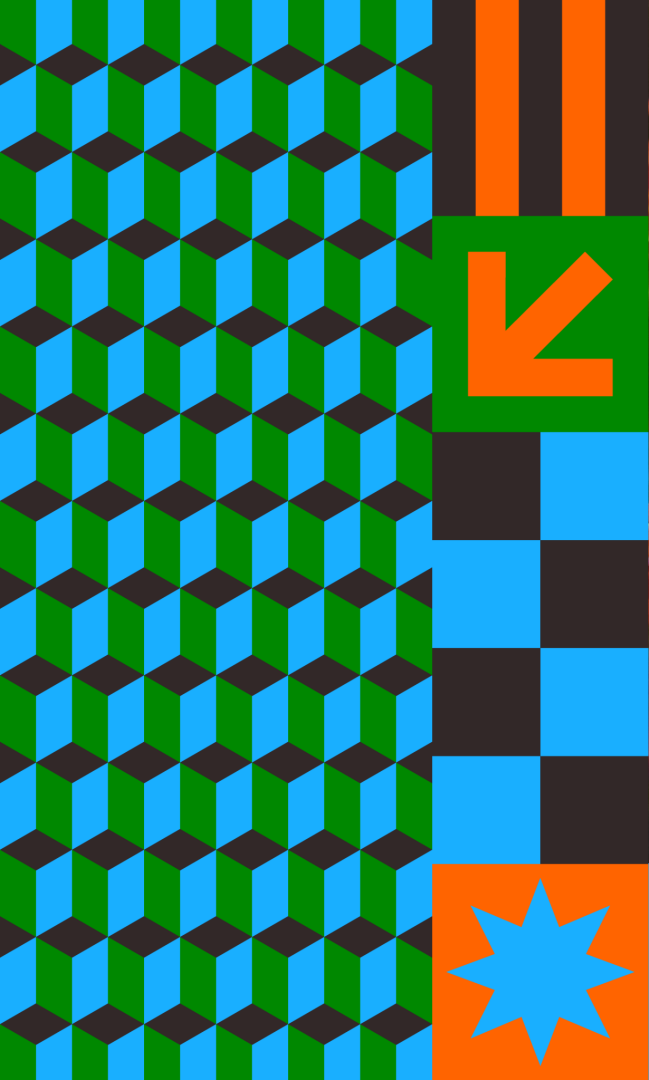


SXSW 2024

MARCH 8 – 16

Jacqueline Smith – SXSW Conference Programming

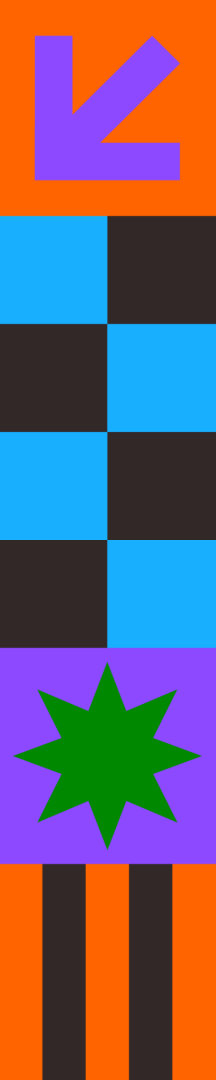




SXSW celebrates the convergence of the interactive, film & television, and music industries.

- **24 Conference Tracks**

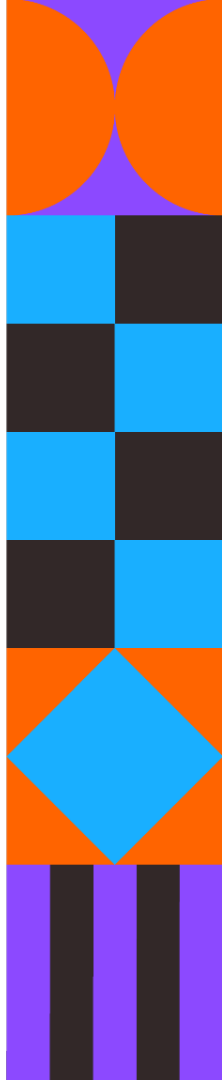
Covering the most important breakthroughs in technology, film, culture, and music.



	Friday 3/8	Saturday 3/9	Sunday 3/10	Monday 3/11	Tuesday 3/12	Wednesday 3/13	Thursday 3/14	Friday 3/15	Saturday 3/16
CONFERENCE TRACKS	CULTURE								
	FASHION & BEAUTY								
	FOOD								
	GOVERNMENT & CIVIC ENGAGEMENT								
	PSYCHEDELICS								
	2050								
	ADVERTISING & BRAND EXPERIENCE								
	DESIGN								
	ENERGY								
	HEALTH & MEDTECH								
	STARTUPS								
	TECH INDUSTRY								
	WORKPLACE								
	CREATING FILM & TV								
	FILM & TV INDUSTRY								
			SPORTS						
				GAME INDUSTRY					
				XR					
						CREATOR ECONOMY			
						ARTIFICIAL INTELLIGENCE			
					MUSIC & TECH				
					MUSIC CAREERS				
						CLIMATE CHANGE			
						TRANSPORTATION			
EXHIBITIONS			CREATIVE INDUSTRIES EXPO						
			XR EXPERIENCE						
						FLATSTOCK			
FESTIVALS	COMEDY								
	FILM & TV								
					MUSIC				

Primary Access Key **SXSW 2024**

- ALL SXSW BADGES
 - PLATINUM & INTERACTIVE BADGES*
 - PLATINUM, FILM & TV & INTERACTIVE BADGES
 - PLATINUM, MUSIC & INTERACTIVE BADGES
- * Interactive Badges have primary access to all Conference Tracks and secondary access to the Film & TV and Music Festivals

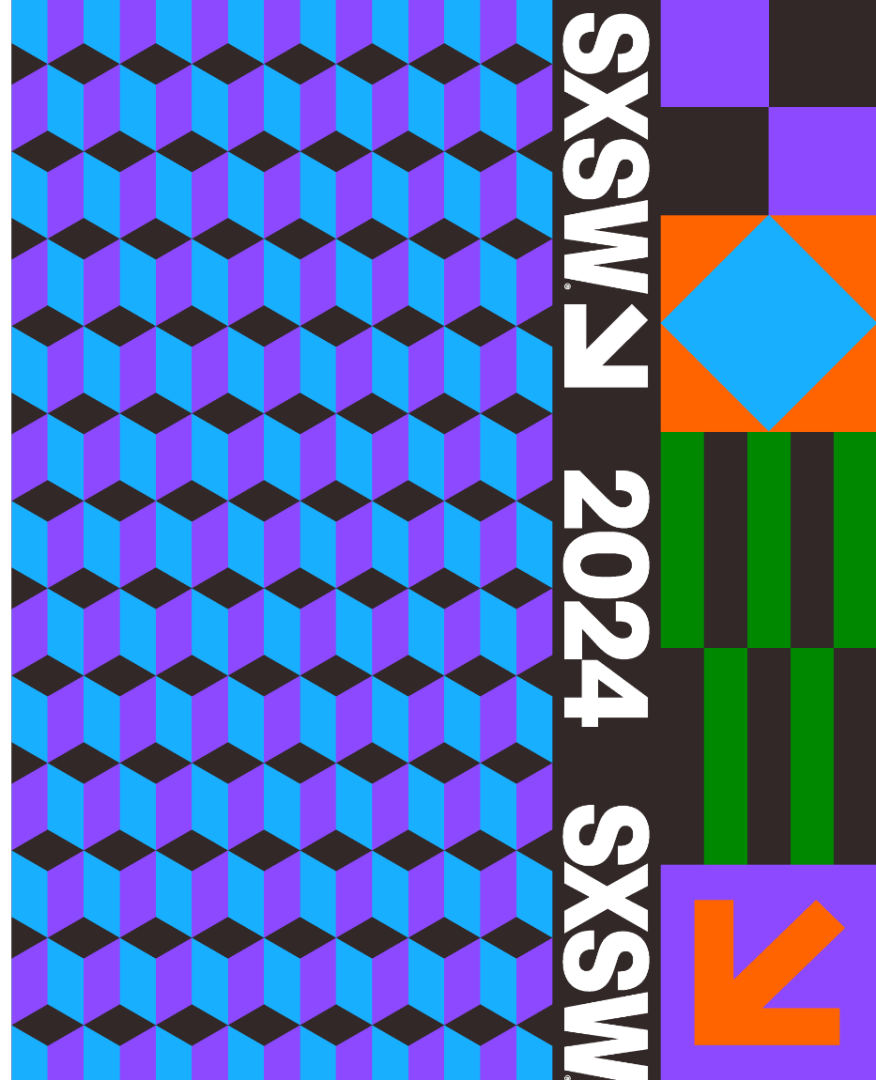


- Tech Industry
- Artificial Intelligence
- Startups
- 2050
- Fashion & Beauty
- XR
- Transportation
- Climate Change



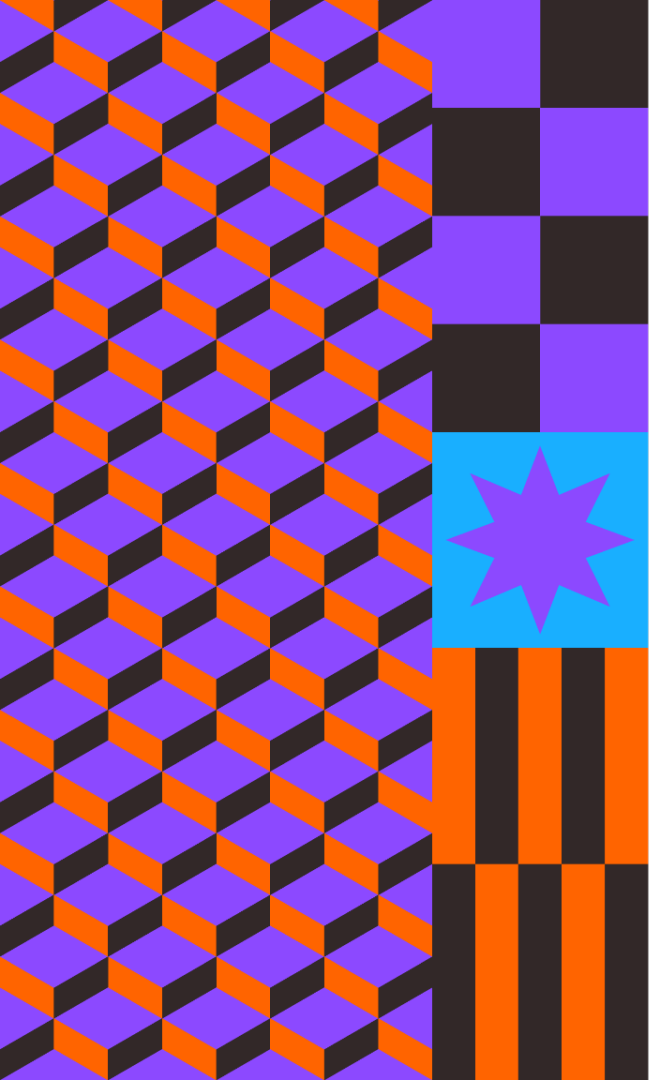
Speaker Highlights

- **The Black Keys - Dan Auerbach & Patrick Carney**
- **Dr. Lisa Su, AMD**
- **Dan Clancy, Twitch**
- **Dwayne Wade, NBA Legend**
- **Takedra Mawakana, Waymo**
- **Peter Deng, ChatGPT**





SXSW Film & TV Festival



2024 Film Headliners

- Babes
- The Fall Guy
- The Idea of You
- Roadhouse

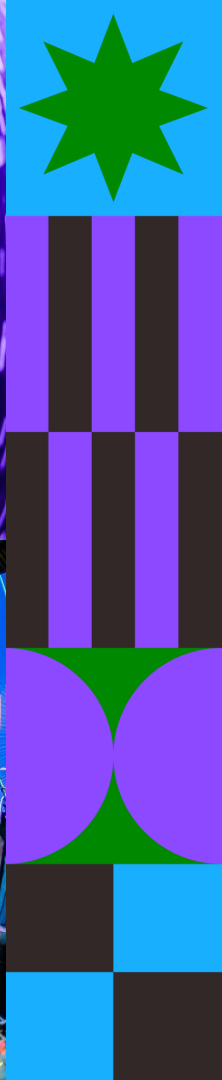
*Featuring: Ryan Gosling, Ilana Glazer,
Anne Hathaway, Jake Gyllenhaal*

SXSW MUSIC FESTIVAL

MARCH 11 – 16, 2024

SXSW INNOVATION AWARDS

MARCH 9 – 11, 2024



SXSW CREATIVE INDUSTRIES EXPO

MARCH 10 – 13TH

*3/13 AUSTIN
INDUSTRY DAY –
FREE TO LOCALS!

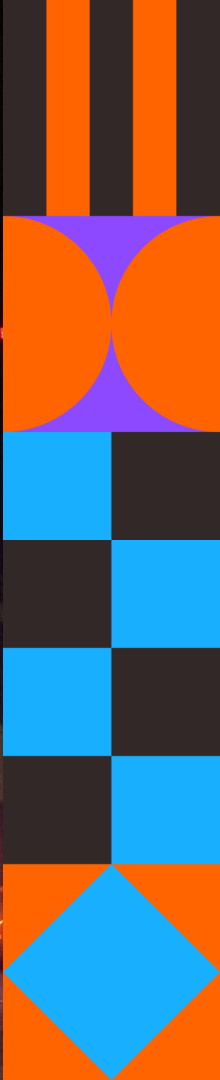


VOLUNTEER @ SXSW 2024

- Conference & Programming Volunteers
- Music Festival Volunteers
- Different badge types available!

Interested?

Email: vol@sxsw.com



SXSW

2024

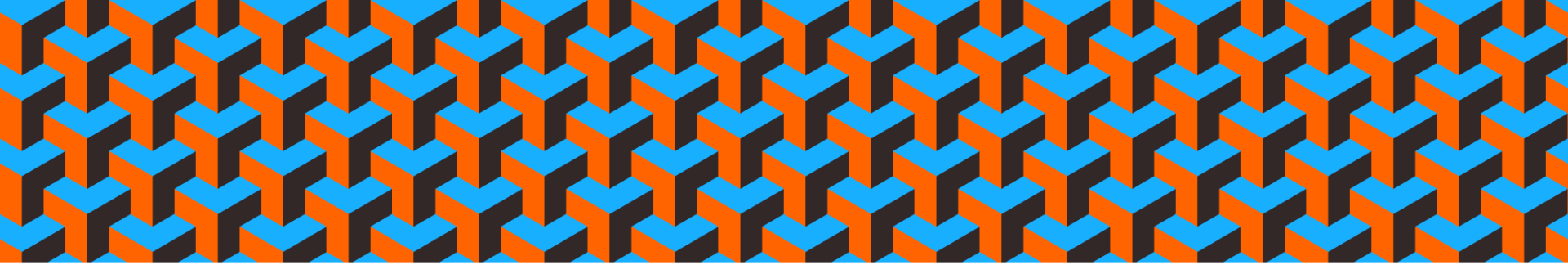
SXSW

2024

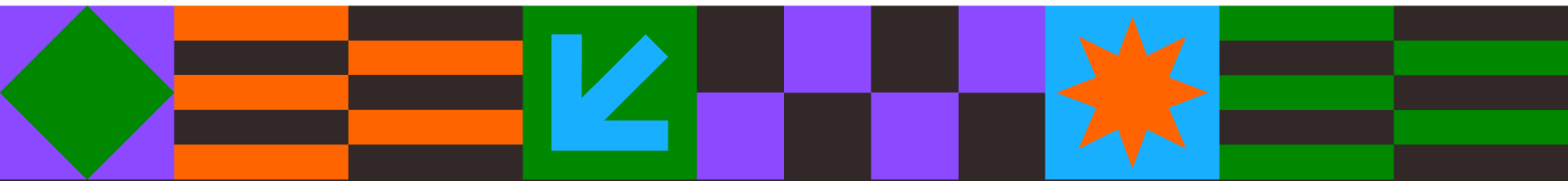
SXSW



QUESTIONS?



MARCH 8-16  MARCH 8-16  MARCO



SXSW  **2024** **SXS**

THANK YOU!

www.sxsw.com

Questions for
speakers?

Submit questions in
the AF Slack channel

#event-questions

for a chance to win a
SXSW 2024 badge!

*Must be in-person and
present at ~7:45PM to win!*

*Must use your name (first
and last) on questions!*



SXSW 

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And now, our featured presentation...

Please:

Respect our speakers & audience

Do not talk during the presentation

Silence your cellphones

Ask questions in the Austin Forum
Slack in the **#event-questions**
channel

Learn, think, and enjoy!

Stay after Q&A for networking!





The New & Enhanced Cybersecurity Threats and Challenges—and Recommendations for 2024

February 6, 2024

The New & Enhanced Cybersecurity Threats and Challenges—and Recommendations for 2024

February 6, 2024



Robert Hansen (RSnake)
American Computer Hacker,
Executive, Entrepreneur, and
Host, [RSnake Podcast](#)

Security 2024

Robert "RSnake" Hansen

Host of *"The RSnake Show"*



No one is doing a true **risk-based** approach to Infosec

Risk based Infosec doesn't exist (yet)

Infosec talks about this a lot, but the instrumentation simply hasn't existed to date. That means we're working in a world where everyone is simply guessing. It's time for that to change.

I'll explain...

Talent (hiring our way out of the problem)

I talk to a lot of customers and partners. While some are good, there is an apparent decrease of capability in the average employee. This has been validated anecdotally by many old-school practitioners as well.

They don't know about the subject matter for which they are hired. They don't know about the tooling.

They appear to have no mentorship above them who can help.

How did this happen?!

- Brain drain
- Money driving talent acquisition instead of passion
- Quantity over quality
- Bad CISO incentives

The real **Incentives** of a Security Executive



Don't get fired: look good for the execs/board. Hire a large team (even if they have no talent) and focus on dashboards, even if they are useless or are even detrimental.



Don't increase personal liability: Hire people to take on the liability for you (the cheaper the better). Avoid any knowledge of issues for which you will be blamed for not fixing.



Quit before people blame you and have a couple wins for the resume: Have at least two successful initiatives even if they have zero or even net-negative impacts for the company.

The Perverse Incentives of EASM



“As a CISO, liability lies in knowing about vulns and not doing anything about them.”

EASM finds more assets

Those assets have vulns

“My personal liability goes up without an underfunded herculean effort by a team who doesn't know how to fix the issues? Why would I want that?”

The Internet Needs to **Scan Everything**

You can't

You (probably) don't know where everything is to scan it since you have no EASM tool.



You can't

You (probably) can't afford it. You can't even afford what's on your current roadmap or you'd already be doing it.

You can't

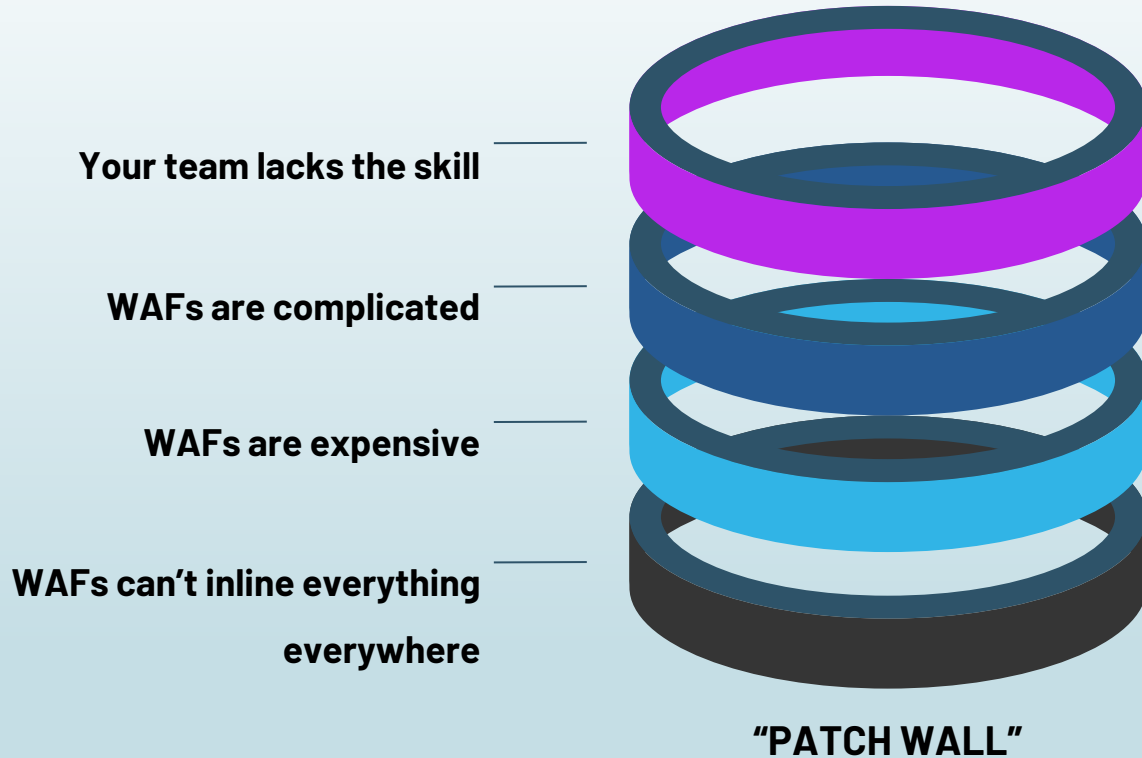
No scanning company on earth can manage scanning every asset on earth.



You can't

Your people can't manage even the current volume vulns let alone more plus your employees' abilities are worse than ever

The Issues with WAFs



The Current State & Demise of **Stoplight** Infosec



What does a
"high", "critical",
"red", "94%", "5",
"C-", "CVSS9.2"
etc. mean?
Seriously!



"Stoplight
Infosec" is never
in context of the
dollars & cents
value of an
asset or the
actual damage
potential.



If you don't have
context you're
likely fixing the
wrong things
and wasting
resources on
bad guesses.



Some vulns
shouldn't be
fixed and some
vulns that would
normally be
ignored should
be.

Averaging Stoplight Infosec

If the average replacement cost of an old laptop is \$100 and the average vulnerability is a “5/10” does that mean the worst vuln in the world is only double that? \$200?



Averaging Risk

A+

F-

A+

A+

A+

A+

A+ Etc...

This is **not** a plan



No idea where my
assets are

Not scanning
everything

CISOs

Not prioritizing risk
based
on financial impact

Current CISO Conversations

CISO to CFO: “We have two command injections, three SQL injections, one cross site request forgery, and a misconfigured htaccess file on Apache, so I want \$50k to change our grade from a B- to a B+.”

CFO to CISO: “WTH are you talking about?”

Future CISO Conversations

CISO to CFO: "We have \$2M of expected lost over the next 12 months and I'd like \$50k to remediate that."

CFO to CISO: "Let me see your math."

Why **Insurance** Is Coming And You're Already Behind



You get cyber insurance.
You need insurance for contracts and want it to mitigate risk.



You do nothing to fix your issues.
You haven't instrumented correctly and don't know where the real risk is.



You get breached.
You either fixed the wrong thing or didn't fix anything at all.



You get a payout (excluding force majeure or war-time claims), assuming **you were proven negligent.**



Insurance won't renew your policy.
You have proven yourself to be too big a risk, due to your negligence. Once bitten twice shy.



Your contracts that require insurance are in breach. You may go out of business.

Other Teams



Marketing – do we want to be on the top of Google?



Bizdev – do we want to do business with them?



Board & M&A & Strategy – what is our company or their company worth?



R&D & IT – Can we reduce cost/risk of deployments? What can we remove?

Artificial Intelligence in Infosec

- ▶ WormGPT / Mixtral – Breaking censorship
- ▶ Strangelove – faster throughput
- ▶ Intellectual property
 - ▶ Use of GPL code / Accidental plagiarism
 - ▶ Protecting IP
 - ▶ IP leaving the firewall
- ▶ Layoffs – insider threat



01

Shift Left

We aren't even sure if this works in terms of monetary loss (yet - measuring it is tough), and if it does, it only works on new applications which are a minority (20+ years of tech-debt says so).

00

Disaster Recovery

The best solution for ransomware. The upside is it's cheap. Just test it regularly. If it takes too long to recover, you've got work to do.

02

SecDevOps

This likely does work, but largely due to increased business continuity/ease of deployments/backups and obfuscation of the attack surface.

03

AI for Logs

Likely will improve efficacy of finding more bad stuff, so worth spending investment here to reduce headcount-talent needs.

Positive Stuff I Didn't Cover

My one big takeaway...

CISOs will someday decide what **not to fix** and security will therefore become a **profit center**.



Robert "RSnake"
Hansen
@RSnake

The RSnake Show
<https://rsnake.com/>

**Q&A
for
The New & Enhanced
Cybersecurity Threats
and Challenges—and
Recommendations for
2024**



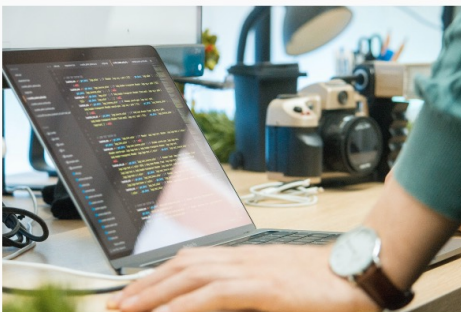
Robert Hansen (RSnake)
American Computer Hacker,
Executive, Entrepreneur, and
Host, [RSnake Podcast](#)

Donate Your Unused Tech!

- If you have computers, tablets, or smartphones no longer being used, please help those in need
- Bring your devices to any in-person event, and we'll donate to our worthy charities!



Upcoming events... get ready...



February 8, 2024

Accelerated Introduction to AI

2:00 p.m. CT | **In-person**

[REGISTER](#)

Location

In-person

Capital Factory, Voltron Room
701 Brazos Street, Austin, TX, USA

Agenda

2:00 - 5:00 p.m. | **Discussion**

Presenter

Jay Boisseau, Executive Director, Austin Forum on Technology & Society and CEO, Vizias

Luke Wilson, Chief Data Scientist, Vizias

Event Summary



February 15, 2024

SXSW 2024 Interactive Preview with Hugh Forrest

5:00 p.m. CT | **In-person**

[REGISTER](#)

Location

In-person

Trifecta on 3rd

The 360 Tower, 360 Nueces St STE 30,
Austin, TX 78701

Agenda

5:00 - 7:00 p.m. | **Discussion**

Presenter

Hugh Forrest, Chief Programming
Officer, SXSW

Event Summary

SXSW 2024 is almost here, filling our city with tremendous creative energy, passion for impact, and opportunities to learn, network, and meet future

CNO NAVIGATE

— North America 2024 —

**FEBRUARY 20TH & 21ST - AUSTIN
TX**

Experience a tech event focused on navigating and succeeding within the cloud native landscape.

Talks covering topics like:

- AI/ML
- DevOps
- Kubernetes
- Edge Computing
- GitOps
- Security
- WASM
- + More!



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\$25 ticket code:

ATF25

(\$600 Value)

GOOD SYSTEMS

SPEAKER SERIES

ROUNDTABLE

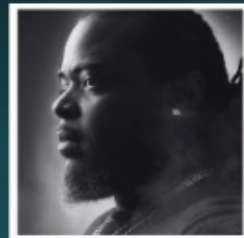
Don't Believe the Hype: AI in Entertainment Media

Wednesday, Feb. 21 from 1:00 - 3:00 PM
WCP Student Activity Center - Room 2.302

SAM BAKER
Associate Professor
English, UT Austin
MODERATOR



ANDREW AUGUSTIN
Assistant Professor of Practice
Arts and Entertainment
Technologies, UT Austin



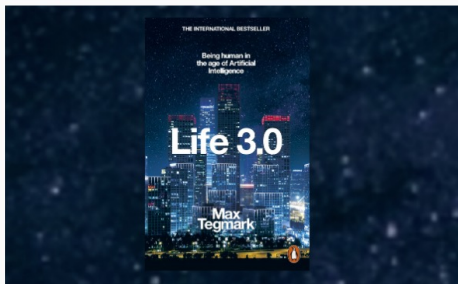
RAKEDA L. ERVIN
Director of Community
Education
Austin Film Society

GEOFF MARSLETT
Film director, writer, producer,
animator and actor



SUZANNE SCOTT
Associate Professor
Radio-Television-Film,
UT Austin





February 28, 2024

Discussion of “Life 3.0: Being Human in the Age of Artificial Intelligence”

7:15 p.m. CT | **Online**

[REGISTER](#)

Location

Online

Zoom (register for event to receive link)

Agenda

7:15 - 8:30 p.m. | **Discussion**

Moderator

Mike Ignatowski, Senior Fellow, [AMD](#)

Event Summary

This Austin Forum book discussion will discuss the insights and forward-looking ideas presented in Max Tegmark's thought-provoking work, "Life 3.0." Attendees will engage in a exploration of artificial intelligence, its potential impact on humanity, and the ethical considerations associated with the development of superintelligent machines. We will discuss Tegmark's vision of possible futures, including the concept of multiple "paths" that AI



March 5, 2024

Live Long and Prosper: How AI, Robotics, and Other Technologies Are Advancing Healthcare & Wellness

6:15 p.m. CT | **In-person** (including networking) and **Online** (Zoom)

[REGISTER](#)

Location

In-person

Austin Central Library

710 W. César Chávez St.

Austin, TX 78701

Online

On Zoom

(register for event to receive link)

Agenda

5:15-6:15 p.m. Networking

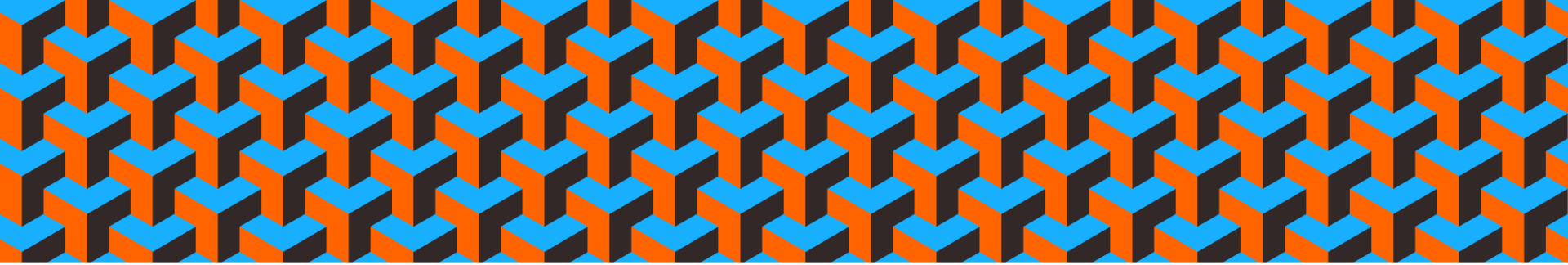
6:15-7:30 p.m. Presentation

7:30-7:45 p.m. Q&A

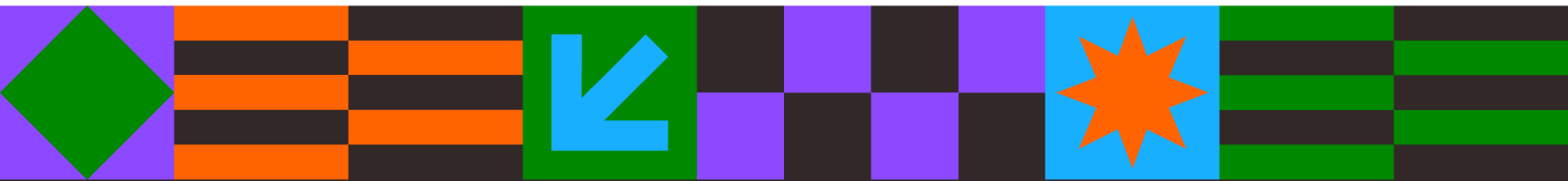
8:00 p.m. Networking at Trifecta

Speaker

Varun Ramdevan, Technology Early Innovation and Partnerships, Johnson & Johnson



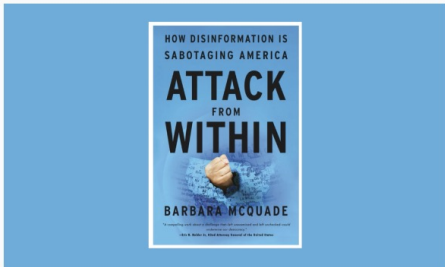
MARCH 8-16  MARCH 8-16  MARCO



SXSW  **2024** **SXS**

THANK YOU!

www.sxsw.com



March 17, 2024

Discussion of “Attack from Within: How Disinformation Is Sabotaging America”

7:00 p.m. CDT | **In-person**

[REGISTER](#)

Location

In-person

[BookPeople](#)

603 N Lamar Blvd, Austin, TX 78703

Agenda

7:00 p.m. | **Discussion**

Moderators

Barbara McQuade, Law Professor, [University of Michigan Law](#)

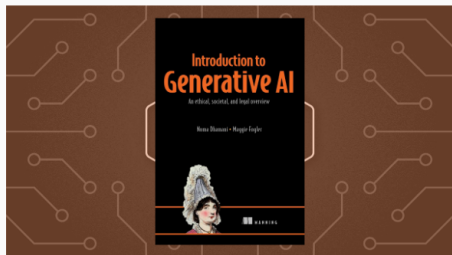
Event Summary

The powerful combination of Internet connectivity and laptops, websites and social media platforms, and ubiquitous cellular access and smart phones has enabled global information sharing of unprecedented scale and value—but also serves as powerful enabler for spreading misinformation and (more dangerously) disinformation. Generative AI tools add to this potential powder keg by making it easier than effort to create

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March 20, 2024

Discussion of “Introduction to Generative AI”

7:15 p.m. CT | **Online**

[REGISTER](#)

Location

Online

Zoom (register for event to receive link)

Agenda

7:15 - 8:30 p.m. | **Discussion**

Moderators

Numa Dhamani, Principal Machine Learning Engineer, [KUNGFU.AI](#)

Maggie Engler, Technical Staff, [Inflection AI](#)

Event Summary

Generative AI has fueled a new boom in the awareness, adoption, and usage of AI due to its impressive capabilities to generate accurate text, realistic images, and even high-quality music and video. Its explosive adoption for personal usage is now complemented by fast growth in

Join Us for More Great Content in 2024!

- **Schedule posted at www.austinforum.org**
- Upcoming presentation topics include
 - Health tech & precision medicine
 - Robotics
 - AI
 - Climate and sustainability tech
 - Gaming & gamification tech
 - Brain/neuro tech
 - and more!!!

Plus:

- New podcast episodes **now**
- In-person meetups
- Online book discussions
- Workshops



Join us to learn, share, discuss!!



*Please share the upcoming events with your friends
and colleagues!*

Austin Forum Team!



Jay Boisseau
Executive Director



Allison Warner
Managing Director



Mary Garza
Web/UX Designer



Gabby Warner
Communications



Julie Tomlin
Event Execution



Luke Wilson
Event Tech



John Lockman
Podcast Engineer

Our Partners Make Austin Forum Possible!

ADAPTER

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arm



CIVO



Johnson
& Johnson



NFP

SXSW

GOOD
SYSTEMS
A UT Grand Challenge

whurley


Please contact us if you want to become an annual partner!

Q: What is the best thing you learned tonight?

(30 seconds)

1 2 3 4 5 6 7 8 9 10

11 12 13 14 15 16 17 18 19 20

21 22 23 24 25 26 27 28 29 

Networking is next! Join us at:

trifecta
ON 3RD

Corner of 3rd St & Nueces St—an easy walk from here!

KEEP YOUR NAMETAGS FOR FREE PIZZA & DRINKS!

AUSTIN FORUM

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Connect. Collaborate. Contribute.™