Schedule & Program

Opening Plenary
Tuesday, Sept. 22 | 10 a.m. – 12:30 p.m. ET

Welcome & Opening Remarks, 10 – 10:10 a.m.
Omer Tene, Vice President, Chief Knowledge Officer, IAPP
Kevin Stine, Chief, Applied Cybersecurity Division, NIST

Privacy Risk Management Workforce: The Big Picture, 10:10 – 10:50 a.m.
Moderator: Caitlin Fennessy, CIPP/US, Research Director, IAPP
Lorrie Cranor, CIPT, Professor of Computer Science, Engineering, Public Policy, Director of CyLab, Carnegie Mellon University
Estelle Massé, Senior Policy Analyst, Global Data Protection Lead, Access Now
Ruby Zefo, CIPP/US, CIPM, FIP, CPO, Uber Technologies

In this fireside chat, privacy experts will share a range of perspectives on fostering a skilled and knowledgeable workforce, including what it means to have a workforce capable of managing privacy risk and the interdisciplinary needs organizations must fulfill to support enterprise privacy risk management. The conversation will consider workforce requirements from the perspectives of senior management, consumer interests and the talent pipeline in academia.

Building a Workforce Capable of Managing Privacy Risk, 10:50 – 11:50 a.m.
Moderator: Dylan Gilbert, Privacy Policy Advisor, NIST
Mary Chaney, CIPP/US, Director, Information Security, ESPERION Therapeutics
Melanie Ensign, CEO, Discernible
Marc Groman, Principal Consultant, Groman Consulting
Lawrence You, Director of Privacy, Product and Engineering, Google

Privacy experts discuss the specific workforce obstacles organizations face when carrying out enterprise privacy risk management and identifying opportunities to advance the workforce. Panelists will discuss the unique challenges privacy programs face, paths to overcoming these challenges, and the skills and tasks necessary to make full use of the NIST Privacy Framework

to manage privacy risk. Attendees will have the opportunity to submit comments and questions during the panel.

NIST Framework Alignment and Taxonomy Development, 11:50 a.m. – 12:30 p.m.

Naomi Lefkovitz, Senior Privacy Policy Advisor, NIST
Rodney Petersen, Director, National Initiative for Cybersecurity Education, NIST

NIST leadership for the Privacy Framework and National Initiative for Cybersecurity Education (NICE) Workforce Framework for Cybersecurity will discuss alignment between the frameworks and the development of a modular approach to a privacy workforce taxonomy. NIST will identify key topics of interest for stakeholder feedback and deliver a presentation that sets the stage for the working sessions. Attendees will have the opportunity to submit comments and questions during the presentation.

Working Sessions (Pick one)

"Putting the 'Work' in Workshop: Tasks for Executing Privacy Risk Management"

Participants will engage in facilitated discussions during these interactive sessions, providing NIST with feedback and ideas on development of the taxonomy, with a specific focus on tasks that must be performed to achieve the Privacy Framework's outcomes and activities.

Links to individual rooms will be sent to registrants prior to the event on Sept. 21.

- Tuesday, Sept. 22, 1 – 3 p.m. ET
- Tuesday, Sept. 22, 3:15 – 5:15 p.m. ET
- Wednesday, Sept. 23, 9:30 – 11:30 a.m. ET
- Wednesday, Sept. 23, 12 – 2 p.m. ET

Closing Plenary

Thursday, Sept. 24 | 11 a.m. – 12 p.m. ET

Recap, 11 – 11:50 a.m.

Hear about the main takeaways from the workshop, directly from working session facilitators.

Moderator: Dylan Gilbert, Privacy Policy Advisor, NIST

Next Steps & Closing Remarks, 11:50 a.m. – 12:00 p.m.

Caitlin Fennessy, CIPP/US, Research Director, IAPP
Naomi Lefkovitz, Senior Privacy Policy Advisor, NIST

Speakers

Mary Chaney, CIPP/US, Director, Information Security, ESPERION Therapeutics

Mary N. Chaney, Esq., CISSP, has over 25 years of progressive experience within the fields of Law, Information Security, Privacy and Risk Management. She graduated from Xavier University in Cincinnati, Ohio with her B.S.B.A in Information Systems and received her J.D. degree from Thurgood Marshall School of Law.

Ms. Chaney is a former Special Agent for the Federal Bureau of Investigation (FBI) where she investigated cybercrime, obtained her Certified Information Systems Security Professional (CISSP) certification in 2008 and her Certified Information Privacy Professional (CIPP/US) in 2019.

In her corporate career, she has served as an executive in information security roles Comcast, Johnson & Johnson and GE Capital. Ms. Chaney has also owned a cyber security and privacy law practice, The Law Offices of Mary N. Chaney, P.L.L.C., The Cyber Security Law Firm of Texas.

Currently, Ms. Chaney, serves as the Director of Information Security for ESPERION Therapeutics, Inc.

Lorrie Cranor, CIPT, Professor of Computer Science, Engineering, Public Policy, Director of CyLab, Carnegie Mellon University

Lorrie Faith Cranor is the Director and Bosch Distinguished Professor in Security and Privacy Technologies of CyLab and the FORE Systems Professor of Computer Science and of Engineering and Public Policy at Carnegie Mellon University. She also directs the CyLab Usable Privacy and Security Laboratory (CUPS) and co-directs the MSIT-Privacy Engineering master's program. In 2016 she served as Chief Technologist at the US Federal Trade Commission, working in the office of Chairwoman Ramirez. She is also a co-founder of Wombat Security Technologies, Inc, a security awareness training company. She has authored over 150 research papers on online privacy, usable security, and other topics. She has played a key role in building the usable privacy and security research community, having co-edited the seminal book *Security and Usability* (O'Reilly 2005) and founded the Symposium On Usable Privacy and Security (SOUPS). She also chaired the Platform for Privacy Preferences Project (P3P) Specification Working Group at the W3C and authored the book *Web Privacy with P3P* (O'Reilly 2002). She has served on a number of boards, including the Electronic Frontier Foundation Board of Directors, and on the editorial boards of several journals. In her younger days she was honored as one of the top 100 innovators 35 or younger by *Technology Review* magazine. More recently she was elected to the ACM CHI Academy, named

an ACM Fellow for her contributions to usable privacy and security research and education, and named an IEEE Fellow for her contributions to privacy engineering. She was previously a researcher at AT&T-Labs Research and taught in the Stern School of Business at New York University. She holds a doctorate in Engineering and Policy from Washington University in St. Louis. In 2012-13 she spent her sabbatical as a fellow in the Frank-Ratchye STUDIO for Creative Inquiry at Carnegie Mellon University where she worked on fiber arts projects that combined her interests in privacy and security, quilting, computers, and technology. She practices yoga, plays soccer, walks to work, and runs after her three children.

Melanie Ensign, CEO, Discernible

Melanie Ensign is the Founder and CEO of Discernible, a specialized security and privacy communications firm. After managing security and privacy communications for some of the world's most notable brands including Facebook, Uber, and AT&T, she now helps more organizations adopt effective communication strategies that improve operations and reduce risk. She counsels executives and technical teams alike to cut through internal politics, dysfunctional inertia, and meaningless metrics. Melanie also leads the press department for DEF CON, the world's largest hacker conference.

Caitlin Fennessy, CIPP/US, Research Director, IAPP

Caitlin Fennessy is the Research Director at the International Association of Privacy Professionals. Caitlin also leads the IAPP's privacy engineering initiative and serves as an in-house privacy expert.

Prior to joining the IAPP, Caitlin was the Privacy Shield Director at the U.S. International Trade Administration. Caitlin joined ITA in 2009 and spent the next ten years working on international privacy and cross-border data flow policy issues. Caitlin served an adjunct professor of international privacy law at the University of Maine School of Law in 2016 and 2015 and at the University of New Hampshire School of Law in 2014. Before her time at ITA, Caitlin worked in the National Security Division of the Office of Management and Budget and with the U.S. Senate Foreign Relations Committee.

Caitlin has a master's degree in public affairs from Princeton University and a bachelor's degree in social policy from Northwestern University.

Dylan Gilbert, Privacy Policy Advisor, NIST

Dylan Gilbert is a Privacy Policy Advisor with the Privacy Engineering Program at the National Institute of Standards and Technology, U.S. Department of Commerce. In this role, he advances the development of privacy engineering and risk management processes with a focus on the Privacy Framework and emerging technologies.

Prior to joining NIST, he was Policy Counsel at Public Knowledge where he led and developed all aspects of the organization's privacy advocacy. This included engagement with civil society coalitions, federal and state lawmakers, and a broad cross-section of external stakeholders on issues ranging from consumer IoT security to the development of comprehensive federal privacy legislation. He spent the early part of his career as a working musician and freelance writer in his native southern California.

Dylan holds a B.A. in English from the College of William and Mary and a J.D. from the George Washington University Law School.

Marc Groman, Principal Consultant, Groman Consulting

Marc Groman is an internationally recognized expert in privacy and technology policy, particularly in the areas of consumer privacy, information governance, risk analysis, and data breach response. In 2015, Mr. Groman was appointed Senior Advisor for Privacy in the White House Office of Management and Budget, where he had government-wide responsibility for privacy policy. During that time he also served as the Chairman of the Federal Privacy Council established by President Obama and as the privacy lead on the President's Cyber Security National Action Plan. He received the 2017 IAPP Leadership Award for the Obama Administration's groundbreaking privacy initiatives.

Since leaving the White House in January 2017, Mr. Groman has been advising senior leaders in business and government on mission-critical policy, risk management, and technology issues. Before the Obama Administration, he served in numerous leadership positions including President and CEO of the Network Advertising Initiative, Chief Privacy Officer of the Federal Trade Commission, Privacy Counsel to the Energy and Commerce Committee of the House of Representatives, and Counsel to the Director of the FTC's Bureau of Consumer Protection. Mr. Groman has worked on some of the largest and most high-profile data breaches in history, leading the response and helping to mitigate risk.

He currently serves on numerous boards and advisory councils and is a frequent speaker on issues relating to privacy, technology, and innovation.

Naomi Lefkovitz, Senior Privacy Policy Advisor, NIST

Naomi Lefkovitz is the Senior Privacy Policy Advisor in the Information Technology Lab at the National Institute of Standards and Technology, U.S. Department of Commerce. She leads the privacy engineering program, which focuses on developing privacy risk management processes and integrating solutions for protecting individuals' privacy into information technologies, including digital identity services, IoT, smart cities, big data, mobile, and artificial intelligence.

FierceGovernmentIT named Ms. Lefkovitz on their 2013 "Fierce15" list of the most forward-thinking people working within government information technology, and she is a 2014 and 2018 Federal 100 Awards winner.

Before joining NIST, she was the Director for Privacy and Civil Liberties in the Cybersecurity Directorate of the National Security Council in the Executive Office of the President. Her portfolio included the National Strategy for Trusted Identities in Cyberspace as well as addressing the privacy and civil liberties impact of the Obama Administration's cybersecurity initiatives and programs.

Prior to her tenure in the Obama Administration, Ms. Lefkovitz was a senior attorney with the Division of Privacy and Identity Protection at the Federal Trade Commission. Her responsibilities focused primarily on policy matters, including legislation, rulemakings, and business and consumer education in the areas of identity theft, data security and privacy.

At the outset of her career, she was Assistant General Counsel at CDnow, Inc., an early online music retailer.

Ms. Lefkovitz holds a B.A. with honors in French Literature from Bryn Mawr College and a J.D. with honors from Temple University School of Law.

Estelle Massé, Senior Policy Analyst, Global Data Protection Lead, Access Now

Estelle Masse is Senior Policy Analyst and Global Data Protection Lead at Access Now. Her work focuses on data protection, privacy, surveillance and telecoms policies. In particular, Estelle leads the work of the organisation on data protection in the EU and around the world. She is a member of the Multistakeholder Expert Group of the European Commission to support the application of the General Data Protection Regulation (GDPR).

Rodney Petersen, Director, National Initiative for Cybersecurity Education, NIST

Rodney Petersen is the director of the National Initiative for Cybersecurity Education (NICE) at the National Institute of Standards and Technology (NIST) in the U.S. Department of Commerce. He previously served as the Managing Director of the EDUCAUSE Washington Office and a Senior Government Relations Officer. He founded and directed the EDUCAUSE Cybersecurity Initiative and was the lead staff liaison for the Higher Education Information Security Council. Prior to joining EDUCAUSE, he worked at two different times for the University of Maryland - first as Campus Compliance Officer in the Office of the President and later as the Director of IT Policy and Planning in the Office of the Vice President and Chief Information Officer. He also completed one year of federal service as an Instructor in the Academy for Community Service for AmeriCorps' National Civilian Community Corps. He is the co-editor of a book entitled "Computer and Network Security in Higher Education". He received his law degree from Wake Forest University and bachelors degrees in political science and business administration from Alma College. He was awarded a certificate as an Advanced Graduate Specialist in Education Policy, Planning, and Administration from the University of Maryland.

Kevin Stine, Chief, Applied Cybersecurity Division, NIST

Mr. Kevin Stine is the Chief of the Applied Cybersecurity Division in the National Institute of Standards and Technology's Information Technology Laboratory. In this capacity, he leads NIST collaborations with industry, academia, and government on the practical implementation of cybersecurity and privacy through outreach and effective application of standards and best practices. The Applied Cybersecurity Division develops cybersecurity and privacy guidelines, tools, and reference architectures in diverse areas such as public safety communications; health information technology; smart grid, cyber physical, and industrial control systems; and programs focused on outreach to small businesses and federal agencies. The Division is home to several priority national programs including the National Cybersecurity Center of Excellence, the National Strategy for Trusted Identities in Cyberspace, and the National Initiative for Cybersecurity Education (NICE).

Omer Tene, Vice President, Chief Knowledge Officer, IAPP

Omer Tene is Vice President and Chief Knowledge Officer at the International Association of Privacy Professionals. He is an Affiliate Scholar at the Stanford Center for Internet and Society and a Senior Fellow at the Future of Privacy Forum.

Ruby Zefo, CIPP/US, CIPM, FIP, CPO, Uber Technologies

Ruby Zefo joined Uber in 2018 to serve as its first Chief Privacy Officer. Ruby is responsible for the development and implementation of privacy standards, procedures, and processes in every market where Uber operates. She is also a member of IAPP's Board of Directors.

Ruby began her law career at Fenwick & West LLP, specializing in litigation. She later joined Sun Microsystems, Inc., specializing in licensing, marketing, and trademark law. Prior to joining Uber, Ruby served as Vice President and Chief Privacy & Security Counsel at Intel Corporation.

Ruby has a B.S. in Business Administration from the University of California at Berkeley, and a J.D. from Stanford Law School. She is a frequent speaker on legal practice and leadership topics.

Lawrence You, Director of Privacy, Product and Engineering, Google

Dr. Lawrence You is Google's Director of Privacy for Product and Engineering since 2013. He joined Google's Systems Infrastructure group in 2004, leading the logs storage and analysis team. He has been an advisor to product, engineering, policy, and legal teams across Google on matters related to large-scale data analysis, data management, security, and privacy technology. Currently he drives privacy initiatives within Google, strategic technical direction, and works with a team of Privacy Engineers to establish design and development practices.

Prior to Google, Lawrence's research was in scalable, space-efficient archival storage systems. As a software engineer, he has developed mobile and embedded software platforms and software development tools at Pixo, Metrowerks, Taligent, and Apple. Lawrence holds a PhD in computer science from University of California, Santa Cruz; MS in computer science, and BS in electrical engineering from Stanford University.