

# Target the Enemy

Protecting Your Identity & Corporate Intellectual Property



**1 STOP**

**2 CHOP**

**3 LOCK**

**4 BLOCK**

**Stop:** Eliminating information exposure at the source is the bulls-eye of bulletproofing identity and intellectual capital.

**Chop:** Data that can't be stopped and is unnecessary or no longer needed should be destroyed, physically and digitally.

**Lock:** Private information that must be retained for future use should be locked up physically and secured digitally.

**Block:** The fail-safe in data protection is to deploy an outer perimeter (surveillance) that warns you of a breach.

# John Sileo, Privacy & Trust Leadership



John Sileo's identity was stolen from his business and used to **embezzle almost a half-million dollars** from his clients. While the thief covered his crimes using Sileo's identity, John and his business were held legally and financially responsible for the felonies committed.

The **breach destroyed John's corporation** and consumed two years of his life as he fought to stay out of jail. But John chose to fight back and speak out.

Now, John is America's leading professional speaker on the **Dark Art of Deception** (identity theft, data breach, social media privacy, human manipulation) and it's polar opposite, the **Powerful Use of Trust**.

John is the **award-winning author** of *Privacy Means Profit* (Wiley), and has recently appeared on **60 Minutes**, **Anderson Cooper** and **Fox Business**.



Weaving his story together with cutting-edge research, disarming humor and hilarious audience interaction, John **inspires privacy from the inside out** – building a foundation of personal protection with the purpose of expanding security into the workplace.

Information is the corporation's most profitable asset – but it is human beings who defend it. By unleashing skills of instinct, curiosity, and prioritization, Sileo unconventionally **empowers audiences to take control** of sensitive data and bulletproof their bottom line before it's too late.



John's satisfied clients include the **Department of Defense**, Blue Cross Blue Shield, the FDIC, Pfizer, the Federal Trade Commission, Lincoln Financial, the Department of Homeland Security, AARP, Prudential, the Federal Reserve Bank, and scores of corporations, universities, and associations of all sizes.

John is CEO of The Sileo Group, which advises teams on how to defend privacy and multiply performance by building a culture of deep trust. He graduated from **Harvard University** with honors and spends his free time focusing on his wife and daughters.