

Robert Joyce

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Artificial Intelligence: The New Frontier in Cyber Defense In this insightful keynote session, former NSA Cybersecurity Director Rob Joyce focuses on the rapid evolution of AI and how it's reshaping cyber national security matters for our defenders and adversaries. As Joyce examines AI's impact and how best to balance its innovation potential with the security risks it possesses, he introduces audiences to the hidden risks to intellectual property and the expanded threat surface it presents to our organizations and in our daily lives. He also considers compelling arguments for why it's imperative for organizations to pilot and integrate AI technologies into their processes today. Audiences come away from his talk inspired to reimagine AI's impact on their jobs and take away strategies for how AI can be leveraged to fortify cyber defenses and mitigate emerging threats — ensuring their organizations' readiness to navigate the wild west of the cyber landscape with confidence.

The State of the Hack: Under Attack in the Digital Domain Former NSA Cybersecurity Director and White House cyber advisor Rob Joyce delivers a sharp and timely analysis of today's rapidly evolving cyber threat landscape. In this session, Joyce explains the increasingly sophisticated tactics used by nation-state hackers—from Russia and Iran to North Korea and China—while exploring the new intelligence on PRC prepositioning attacks targeting critical infrastructure. He also examines how artificial intelligence has become a double-edged sword in cybersecurity. While AI enhances defensive capabilities, it is now being weaponized by adversaries to automate attacks, evade detection, and exploit industry vulnerabilities. Attendees will gain insights into the latest threat trends, practical strategies for strengthening cyber defenses, and proactive measures to mitigate risks in a digital environment that faces relentless and evolving threats.

The Great Firewall: China's Impact in the Cyber Realm China's continued aggressive posture towards our critical infrastructure and its history of intellectual theft and espionage continue to raise cause for concern for our organizations and national security. In this talk, former NSA Cybersecurity Director Rob Joyce discusses how China is the long-term challenge for both businesses and nations. He assesses our reliance on Chinese technology, the vulnerabilities in our technology supply chain, the geopolitical tensions surrounding Taiwan, and the implications of these and other forces at play on the cybersecurity and business landscape. He pairs his assessment with essential risk mitigation strategies, which include defensive cybersecurity measures within our organizations and on a national scale, international collaboration and policy implementation, and the need to foster technological sovereignty to counterbalance dependence on foreign tech. Joyce's intent is to arm audiences with the knowledge and strategies that will be pivotal as they work to navigate the

complexities of cybersecurity and uphold the safety of their organizations in the digital plane.