SIA Announces Keynote and Featured Speakers for Securing New Ground 2019

Top C-level executives and security directors will headline the security industry’s executive conference Oct. 29-30 in New York City.

SILVER SPRING, Md. (PRWEB) October 10, 2019 -- The Security Industry Association (SIA) has announced the 2019 keynote and featured speakers for Securing New Ground (SNG), the security industry’s annual executive conference taking place at the Grand Hyatt New York in Manhattan Oct. 29-30. SNG 2019 will feature keynote remarks from Dr. Steven T. Hunt, chief expert for work and technology at SAP; George Oliver, chairman and CEO of Johnson Controls; and Gary Shapiro, president and CEO of the Consumer Technology Association (CTA). Additionally, the 2019 conference will include featured presentations from Steve Jones, CEO of Allied Universal, and Brian Tuskan, senior director and chief security officer (CSO) at Microsoft Global Security; and a panel of CSOs and senior security executives from major industries and public safety highlighting significant security risks and threats and how executives mitigate them.

“Each year, SNG gathers the brightest minds in the security industry and offers a carefully curated program that inspires these leaders about the potential of the global security industry,” said SIA CEO Don Erickson. “We are thrilled that these top security luminaries from some of the nation’s leading companies will be joining us at SNG 2019 and look forward to diving deep into the most critical industry trends.”

In the conference’s opening keynote presentation, The Human Side of Security, Hunt will explore the impact of integrating security methods into workforce management systems. This session will examine the interaction between security risks, employee psychology, workforce management and information technology and illustrate how physical and information security risks can be mitigated through the use of innovative workforce management methods and technologies.

Additionally, attendees will enjoy a keynote-style executive interview featuring Oliver and hosted by SIA Chairman Scott Schafer. This conversation will highlight major industry trends and market drivers and share insights into how one of the world’s largest security solutions firms – delivering both security technology products and security integration services – is navigating evolutions in technology, business models and customer needs.

In the presentation Consumer Trends Destined to Shape the World, Shapiro will showcase what trends in innovation and consumer preferences are poised to shape the globe and your business. Shapiro is president and CEO of the CTA, the U.S. trade association representing more than 2,200 consumer technology companies and which owns and produces the CES show.

In an interview-style session format, Jones will explore how the business of security is evolving during the session No Off Season: Managing Corporate Risk in an Era of Uncertainty. Jones – who, in addition to his role at Allied Universal, authored the book No Off Season – will share insights into what corporate leaders are seeking from security teams and how he has applied leadership lessons to grow his firm while remaining focused on the ultimate goal: managing his clients’ risk and protecting their reputations.

In the session Defining the Future of Security, Tuskan will share his vision on technology, strategy and where the security industry is headed. As CSO for one of world’s leading technology firms and with a global footprint,
Tuscan has a view of security that serves as not only a vision, but also a great example of how strategy and technology can work together. Tuscan will also discuss the importance of having a strong relationship with the chief information security officer in providing end-to-end enterprise security.

Additionally, SNG attendees will enjoy *Expecting the Unexpected: Security Leaders Speak!*, a dynamic panel discussion featuring Karen Frank, director of global security at Pratt & Whitney; Brad Hegrat, security principal director at Accenture; Andrea Schultz, director of strategic security programs and policy at the National Football League; Trisha Stein, director of administrative operations at the Detroit Police Department; and moderator Pierre Trapanese, CEO of Northland Controls. These CSOs and senior security executives from major industries and public safety will share perspectives on the significant security risks and threats in their sectors and how they’re mitigating those concerns while keeping an eye on future risks.

Other highlights of SNG 2019 will include discussions on the future of consumer and small business security, what politics and policy mean for security businesses, investment insights for the security industry and managing corporate risk; topic-focused thought leadership roundtables; and a lively networking reception.

SNG 2019 will be held at the Grand Hyatt New York, and attendees will be offered a special discounted rate at the hotel; the room block will close on Friday, Oct. 11.

[Learn more about SNG and register to attend here.](#)

About SIA
SIA is the leading trade association for global security solution providers, with over 1,000 innovative member companies representing thousands of security leaders and experts who shape the future of the security industry. SIA protects and advances its members’ interests by advocating pro-industry policies and legislation at the federal and state levels, creating open industry standards that enable integration, advancing industry professionalism through education and training, opening global market opportunities and collaborating with other like-minded organizations. As the premier sponsor of ISC Events expos and conferences, SIA ensures its members have access to top-level buyers and influencers, as well as unparalleled learning and network opportunities. SIA also enhances the position of its members in the security marketplace through SIA GovSummit, which brings together private industry with government decision makers, and Securing New Ground, the security industry’s top executive conference for peer-to-peer networking.
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