



**Bruce Hallas**  
Founder, The Analogies Project



## CSA Celebrity Speakers Ltd

Bruce Hallas is the creator and founder of The Analogies Project and the owner and principle consultant at Marmalade Box Ltd. His expertise has most recently been called upon by Hewlett Packards Research and Innovation Labs, the UK's Economic & Social Research Council and UK CyberSecurity Knowledge Transfer Network to drive public policy debate. He has also been called upon, by both BBC radio and television, to comment upon information security related incidents.

**"One of the sharpest minds in Info Security"**

### In detail

Bruce's formal training was in law, finance and marketing. This, combined with experience in business development and resource management, led him to develop information and people centric approach to security where achieving acceptable levels of risk, and not 100% security, was his objective. His research, in particular into Integrated Regional Information Security Strategies in 2007 and the challenges of SME adoption of security best practice brought him into contact with the UK House of Parliament, national policy advisors, information security and assurance bodies, leading IT security industry vendors, cyber security think tanks, research councils and European government.

### What he offers you

Bruce helps executive management to understand information security risks to their strategic and operational objectives providing insights into opportunities and challenges with regards to information security management. He puts down his success in information security to storytelling, facts, figures, metaphors and delivering against expectations.

### How he presents

In his presentations, Bruce likes to draw parallels between events happening around us, and information security, and raise awareness of these through Twitter, his blog and The Analogies Project.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

### Topics

IT Security Management  
Information Security  
Cyber Security