

IMTA WEBINAR SERIES

THURSDAY, MAY 2 | 10:00 - 11:00 AM

CYBER-SECURITY (PART 1): BASIC STEPS TO ENSURE PROTECTION

BRANDON POTTER, CHIEF TECHNOLOGY OFFICER, **PROCIRCULAR**

Join Brandon Potter, Chief Technology Officer of ProCircular, an Iowa-based cybersecurity firm and IMTA member, for an insightful webinar exploring the fundamentals of cybersecurity in the transportation industry. Discover how cybersecurity has evolved from a mere IT tactic to a critical operational challenge and gain valuable insights to safeguard your transportation operations effectively.

KEY DISCUSSION POINTS

- » Why Cybersecurity in Transportation?
- » Cybersecurity: An operational priority versus IT issue
- » Take Action: Basic steps to protect your organization

ABOUT THE PRESENTER



With more than 18 years' experience in Information Technology, Brandon Potter, approaches cybersecurity as a dynamic partnership: first connecting with clients on a personal level, understanding their unique business objectives, and then working together toward a mutually-developed goal. He identifies with executives and technical teams alike, firmly understanding the delicate balance between budgets, personnel, compliance, and real security. Potter leads an expert suite of cybersecurity engineers, assembling as red, blue, or purple teams to rigorously test the limits of an organization's security from both inside and out. Aggressively tracking cybersecurity practices and emerging threat technologies, he fosters continuous improvement in both his team and his approach, developing layered security recommendations and continually providing service of unmatched quality.



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HOW TO REGISTER

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