

ABOUT THE INTERNET SECURITY ALLIANCE (ISA)

ISA's Mission is to integrate advanced technology, economics, and public policy to create a sustainably secure cyber system. The ISA board consists of cyber leaders (typically CISO) from virtually every critical industry sector. Over 20 years the ISA board has created a comprehensive theory and practice for cybersecurity covering enterprise risk management and public policy.

ISA is the global leader in cyber best practices for corporate boards. The *National Association of Corporate Directors* (NACD) has named ISA to the "Corporate 100" list of the most influential organizations in corporate governance three times. Together with NACD, the ISA board produces the Cyber Risk Oversight Handbook. In addition to 4 US editions (the ISA board is creating the 5th edition in 2025) the handbooks are available in 5 languages on 4 continents.

The handbooks are the only cyber best practices to be independently proven to generate significant security outcomes. PWC found organizations that use the handbooks had "better risk management, closer alignment of cybersecurity with business goals, and culture of security." A 2022 MIT/World Economic Forum study found "organizations following the handbook's consensus principles are predicted to have 85% fewer incidents," and "can significantly improve their cyber resilience without raising costs." The 4th US edition was endorsed by CISA, the FBI, and the US Secret Service. In her Forward CISA Director Jen Easterly said: "not only is this book filled with practical steps to create a sophisticated cyber risk management program, but it works."

The ISA board also has a long history of developing thought leadership which translates into public policy. Examples include ISA's Cybersecurity Social Contract which defines a market incentive approach to cyber policy. Its recommendations were endorsed by the House GOP Cybersecurity Task Force, and it was the most often cited source in President Obama's Cyber Space Policy Review. ISA negotiated Presidential EO 13636, which created the NIST Cybersecurity Framework, with White House staff Rob Knake and Andy Ozment in the WH Situation Room. It was also the basis for the 2015 CISA legislation which created a liability incentive, not regulation, to increase information sharing. The Social Contract's public-private partnership model was adapted by the Congressional Solarium Commission on Cybersecurity.

The American Library Association designated ISA's newest new book Fixing American Cybersecurity (FAC) as "Outstanding Academic Title for 2023." ISA's "RE-Thinking Cybersecurity" social media campaign won three national awards. Many of the book's proposals, including its emphasis on economic analysis, market incentives, reforming cyber regulation and workforce development were included in the Biden Administration's 2023 Cybersecurity Strategy.

Ideas from FAC are also gaining traction in the current Congress. For example, ISA's proposal to create a national virtual cybersecurity academy was adapted by Homeland Security Chairman Mark Green into his PIVOTT Act which has already attracted bi-partisan support in the Senate, has been approved by the full House Committee and is expected to be approved on the House floor shortly. The House Committee on Oversight and Government Reform is currently working with ISA on the FAC proposal to have OMB eliminate duplicative cybersecurity regulations. The book is also being adapted into a weekly TV program featuring cyber experts, including ISA board members, which will be streamed globally over the Sling Platform starting in Q 2 of 2025

