

Lisa Plaggemier
Executive Director
National Cybersecurity Alliance

Bio:

Lisa Plaggemier is Executive Director at the National Cybersecurity Alliance, a nonprofit dedicated to building a more secure digital ecosystem for all Americans. She is on a mission to empower people and organizations to stay safe online, so that everyone can experience the benefits of technology without worry. Lisa started her career in marketing and advertising with Ford Motor Company, working with dealers and distributors in the US, Europe, Africa and the Middle East. Joining ADP Dealer Services, Lisa moved into technology and eventually cybersecurity. More recent positions include serving as Chief Evangelist for InfoSec Institute, and Chief Marketing Officer for MediaPro (acquired by KnowBe4). Her passion is bridging the communications gap between security professionals fighting to protect us and our way of life, and the rest of us, struggling with the cyber lingo and trying to keep ourselves and our loved ones safe from cybercrime, fraud and scams.

Lisa has led the National Cybersecurity Alliance to three CSO awards including one for Cybersecurity Awareness Month, an annual campaign that engages millions of individuals, businesses and governments around the world, and one for Kubikle, a cybersecurity comedic series on YouTube with over 18 million views.

Lisa has served on the US Secret Service Cyber Investigations Advisory Board, the board of human trafficking nonprofit Allies Against Slavery, the advisory board of the Identity Theft Resource Center, and the board of US Cyber Games. She is a University of Michigan graduate, and while she wasn't born in Austin, Texas, she got there as fast as she could.

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