



BLAIR ADAMSON
Cyber Influence Manager
Telstra

Blair leads Telstra's Cyber Influence team and has extensive experience across government, intelligence and private industry, having worked in various senior management advisory roles in the Department of Defence, the Australian Signals Directorate and the SANS Institute.

Telstra established its Cyber Influence team in recognition that cyber security is as much about people as it is about technology. As Telstra's Cyber Influence Manager, Blair has set the direction on delivering innovative programmes designed to drive Telstra's cyber security culture. Blair's multidisciplinary team drives strong customer and stakeholder engagement to encourage dialogue and effect behavioural change in cyber security practices. He applies his experience in relationship building, communications and marketing principles to better influence staff and senior stakeholders. In 2016, Blair was also responsible for successfully leading the application of Telstra's Five Knows of Cyber Security across the enterprise.

Blair's time in the Department of Defence included roles in the Office of the Minister for Defence and the Defence Strategic Reform Program before being appointed Director of the Cyber Influence team at the Australian Signals Directorate. In recognition of his achievements, and at their request, Blair spent several months at the Communications Security Establishment Canada (CSEC) as a Special Advisor to build a similar team in Canada. Before joining Telstra, Blair also worked as the Director Asia Pacific for the SANS Institute, managing its business in Korea, Japan and Hong Kong, and in its dealings with the Defence Industrial Base across APAC.

Blair will be speaking along with three other cyber security industry professionals at the Hume Business Breakfast, Cyber Security Panel on Friday 20 April 2018, 7:00am.

The event takes place at PARKROYAL Melbourne Airport. For full details about the event, visit:
<http://www.humbusinessbreakfast.eventbrite.com.au>

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