

CYBER

How Not to Manage a Cyber Crisis: Lessons from When Everything Goes Wrong

The attack may start the crisis – but bad decisions turn it into a catastrophe.

Most organizations invest heavily in preventing cyber attacks. Far fewer prepare for the moment when prevention fails. And when a major incident happens, the real damage often comes not from the attackers – but from the decisions made during the crisis.

In this keynote, Menny Barzilay examines some of the most famous cyber incidents of the past decade and focuses on a rarely discussed dimension: how leaders managed the crisis itself. From delayed disclosures and poor communication to legal missteps and leadership failures, these moments reveal how even sophisticated organizations can make catastrophic decisions under pressure.

Because when everything goes wrong, the question is no longer just how you defend your systems – but how you lead your organization.

BEST FOR

Boards, executives and crisis management teams.

KEY TAKEAWAYS

- The most common leadership mistakes during cyber incidents
- Why organizations often make the wrong decisions under pressure
- How crisis mismanagement can cause more damage than the attack itself
- What leaders must prepare before the next incident inevitably happens

AVAILABLE AS

TED-Style · Standard · Workshop

TED-style or standard talk: 15–60 minutes

Workshop: 3 hours to a full day

**ABOUT MENNY**

Menny Barzilay is an internationally recognized cybersecurity expert, entrepreneur, and strategic advisor. He is the CEO and co-founder of Atorian, a partner and co-founder at Cytactic, and the CTO of the Blavatnik Interdisciplinary Cyber Research Center at Tel Aviv University. Previously, he served as a CISO in the intelligence services of the Israeli Defense Forces.

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