

PRIVACY · CYBER · AI

Programmable People & the End of Trust

Attackers have always targeted people. AI now lets them do it at scale.

For decades, cybersecurity focused on protecting systems, networks, and data. But today the system attackers target most often is the human mind.

Advances in artificial intelligence are making it possible to manipulate people at a scale and precision never seen before. Deepfake voices can impersonate executives. AI-generated messages can perfectly mimic trusted colleagues. Social engineering campaigns can now be personalized to millions of individuals simultaneously.

In this new reality, attackers are no longer just hacking computers – they are hacking humans. This keynote explores the emerging world of programmable people, where trust itself becomes the primary attack surface. If people can be reliably manipulated by machines, what happens to trust in a digital world?

BEST FOR

Mixed audiences, from all-hands meetings to industry conferences.

KEY TAKEAWAYS

- How AI is transforming social engineering into a scalable system
- The rise of deepfake impersonation attacks
- Why human trust is becoming the primary vulnerability in cybersecurity
- What organizations and societies must do to protect trust in the age of AI

AVAILABLE AS

TED-Style · Standard

TED-style or standard talk: 15–60 minutes



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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