

# **PCI Compliance: Ignorance is Not a Defense**

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# PCI Compliance Panel

Name	Company
<b>Dan Glennon</b> Senior VP of Marketing & Strategy	<b>Cybera, Inc.</b>
<b>Dave Faoro</b> VP & Chief Security Officer	<b>VeriFone, Inc.</b>
<b>Shekar Swamy</b> President	<b>American Technology Corp.</b>
<b>Mikey Kindler</b> POS Marketing Director	<b>Gilbarco Veeder-Root</b>
<b>Gray Taylor</b>	
<b>Ann Seki</b> Global Marketing Global Card Systems	<b>Chevron Corporation</b>
<b>Lisa Stewart (Moderator)</b> President	<b>Impact 21 Group, LLC</b>

# Lisa Stewart, Impact 21 Group

**Lisa Stewart**, Managing Partner and President of Impact 21 Group, LLC, a retail consulting company specialized in leveraging retail technologies, category management and business intelligence.

- PCATS Board Member and Chair of the PCATS Technical Advisory Committee
- Long time member of various NACS Standards committees
- Impact 21 Group co-authored NACS Future Study 2000-2005
- Over 18 years of practical and technical experience in the convenience store/retail industries
- Formerly with SuperAmerica and Speedway/SuperAmerica, Pricebook and Retail Automation Management
- BA Marketing, Eastern Kentucky University
- Happily married 15 years with 2 very active boys

***Fun Fact:***

I've been burnt – Restaurant at a NACS Show, Las Vegas. Restaurant staff scanned credit card with a skimming device. \$3,000 at Wal-Mart that very week

# Dan Glennon, Cybera, Inc.

**Dan Glennon**, is Senior Vice President of Marketing & Strategy for Cybera, Inc.

- Dan joined Cybera in October 2006 to lead the company's business development, product development, and marketing initiatives, playing a key role in the company's new product launches, strategic alliances, and overall profile in the industry
- Previously, Dan was with BellSouth Telecommunications, where he held the role of Senior Director of Product Management. In his role at BellSouth he established and led a Center of Excellence dedicated to the optimization of customer lifetime value and retention.
- Prior to BellSouth he served as a Principal at Diamond Management & Technology Consultants, where he led marketing and strategy-focused engagements for the telecommunications and data networking industry.
- Glennon's sales and marketing experience also includes positions with Intel Corp.'s Internet and Communications Group and Avdata Systems Inc., a data network service provider.

***Fun Fact:***

**His card information was taken at a C-store... lots of charges before recover!!**

# Dave Faoro, VeriFone, Inc.

**Dave Faoro** is Vice President and Chief Security Officer, VeriFone, Inc.

- Responsible for world wide product security certifications
- A 20 year veteran of the electronic payments industry
- Mr. Faoro has delivered products into every facet of the payments market, including customer facing multi-lane, PINpads, desktop, and wireless systems
- He represents VeriFone on the ANSI X9F – Data and Information Security standards committee and PCI Security Standards Council Board of Advisors

***Fun Fact:***

**Given what he knows about PCI compliance, Dave does not use a debit card... especially at C-stores**

# Shekar Swamy, American Technology Corp.

**Shekar Swamy** is a co-founder of ATC, which specializes in developing and implementing systems for convenience store chains and sales forces of large companies as well as providing full scale solutions for PCI compliance, security and systems management for retail chains.

- Over 20 years in the Information Technology, as a consultant and senior executive in major corporations, an expert in developing, implementing and deploying systems for remote and mobile users in retail chains and sales forces
- Prior to ATC, he served as VP of Client Services at the Dunn & Bradstreet Corporation, Sales Technologies Division
- National Sales Manager at TALX Corporation, responsible in penetrating an emerging market for voice response and hand-held computer based information delivery system
- Married to Vidya with 2 children in college and is an amateur photographer

***Fun Fact:***

**Shekar loves to sing for his enjoyment and his family is used to tolerating his improvisational music!**

# Mikey Kindler, Gilbarco, Veeder-Root

**Mikey Kindler** is Director of Marketing for POS at Gilbarco Veeder-Root.

- Manages the strategic growth and positioning of the POS business including roadmap development and 3<sup>rd</sup>-party partnerships
- Mikey joined Danaher as a Manufacturing Manager in 2005, served a variety of operations and commercial roles at Fluke and Fluke Networks, and came to Gilbarco full time in 2008
- Prior to her work with Danaher, Mikey was with A.T. Kearney, where she advised pharmaceutical and CPG clients on post-merger integration, strategy and operations in North America and Europe
- Mikey received a Bachelor of Science degree in Economics from MIT and an MBA from Harvard Business School

***Fun Fact:***

**Mikey is a kick-boxer and a pianist – tough to protect the hands!!**

# Ann Seki, Chevron Corporation

**Ann Seki** is PCI Program Manager in Chevron's Marketing Organization

- Currently tasked with managing PCI Program portfolio at Chevron for PCI Projects.
- Ann received a Bachelor of Science degree in Math and Economics from Coe College and MBA from Washington University in St. Louis

# Topics for Discussion Today

## WHAT YOU NEED TO KNOW

- Where does the responsibility and liability ultimately lie?
- Communication - How to be clear when it is unclear

## WHAT YOU NEED TO DO

- Improve Security and Watch out for these Areas
- Put required tools and processes in place
- Data management and PCI security requirement integration
- Impact on the business and IT staff

## HOW TO GET PROPER ASSISTANCE

- Mitigate Risks – Who, what, when, where...



References	<p>PCI DSS (Payment Credit Industry - Data Security Standards): <a href="http://pcisecuritystandards.org">pcisecuritystandards.org</a>  NACS is a current PCI Security Council member: <a href="http://NACSonline.com">NACSonline.com</a></p>
Important Dates	<p><b>DSS 1.2 October 1, 2008</b> - have not introduced new requirements, but provided more specific details (e.g. includes language about the operating system - Window, Unix, Linux, Mac)  <b>PCI EPP July 1, 2010</b> – All attended and unattended PEDs (including AFDs) must utilize TDES for Pin Data  <b>PCI PA-DSS July 1, 2010</b> – All POS systems must be PA-DSS compliant (VISA only requirement)</p>

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