

# Robert Siciliano

CSP

CEO OF SAFR.ME  
#1 BESTSELLING AUTHOR  
KEYNOTE SPEAKER

## MEDIA KIT





# Robert Siciliano

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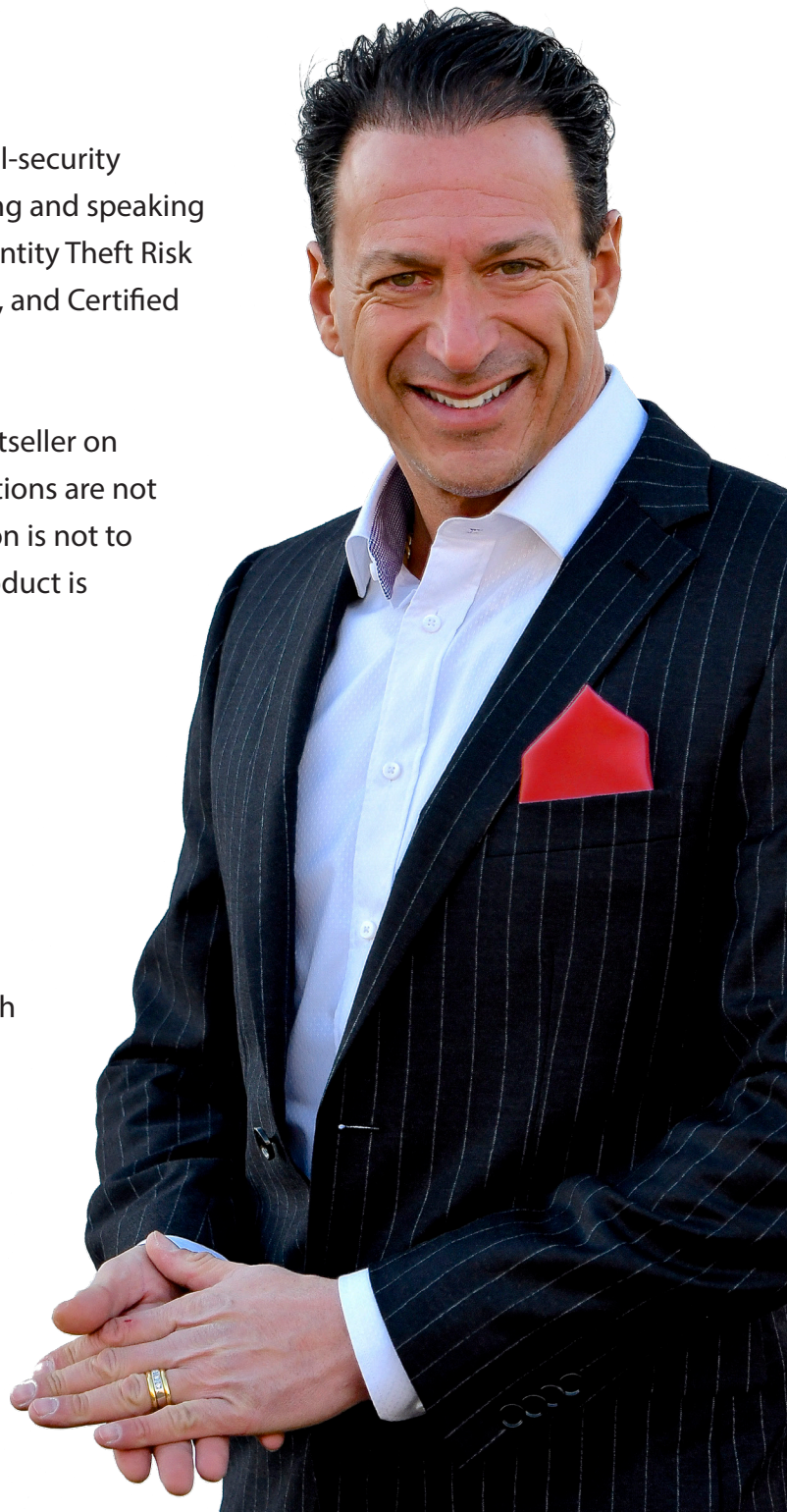
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Robert Siciliano, CSP, is a personal-security and identity-theft expert. He has been consulting, writing and speaking about security for 30-plus years. Robert is a Certified Identity Theft Risk Management Specialist, Certified Speaking Professional, and Certified Professional Investigator.

Robert is the author of five books, one of which is a bestseller on Amazon.com. Robert's keynote and individual presentations are not aimed at selling antiviruses or other software. His mission is not to use scare tactics to entice security product sales. His product is information, awareness and appreciation for security (in every sense of the word).

Robert coaches people, not technology. The Ponemon Institute reported that a shocking 80% of all corporate data leaks are due to human error, meaning one staff member opening an email can compromise your entire business. Technology has yet to replace ignorance, and Robert's life's work is to eliminate that ignorance through his insightful presentations in the hopes of helping audiences adopt behaviors conducive to safety.





# EXPERT BACKGROUND

## The Authority on Security

When the internet was still coming of age, Robert's startup security company's financial holdings were under attack by cybercriminals, and he lost thousands of dollars due to credit card fraud. In becoming one of the earliest victims of internet crime, Robert gained the knowledge and experience to teach others how they could position and protect not only their companies but also themselves from falling prey to internet thieves. His years of experience, combined with extensive study, have allowed him to become one of the nation's most well-respected and trusted experts on cybercrime. He has worked with such companies such as ExxonMobil, Intel, McAfee, MasterCard, Morgan Stanley, Merrill Lynch, KPMG, MIT, Transamerica and UPS, and almost every major media outlet has turned to him for information on identity theft, internet safety, crime prevention and security.

Robert works with both private and public businesses as the president and CEO of Safr.me, and he teaches clients how to keep their money, privacy and data secure against acts of fraud, identity theft, corporate espionage and purposeful or accidental exposure of private information—all acts which cost companies billions nationwide.

LSU

COLDWELL  
BANKER



IAMC  
International Asset Management Council



MAR

Nasdaq

Morgan Stanley

Merrill Lynch

MPI

PremierCIOForum

Hallmark

msn  
Money Plus

NACM

MasterCard



Scottrade



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# EXPERT WITNESS

ROBERT SICILIANO

Attorneys retain expert witnesses to evaluate claims, explore the validity of a claim, write a report (which would be used to settle or adjust cases), form an opinion in a case, see if their claim is a viable claim and testify at a deposition, in court or both to express his opinions when cases are tried or litigated.

Robert is a personal security consultant with more than 30 years of experience in the process of privatizing and protecting personal information and data. He has been involved in providing expert testimony in high-profile cases regarding personal security and data privacy.

## AVAILABLE TO CONSULT AS AN EXPERT WITNESS FOR:

- Evaluating claims related to cyber security, personal security and identity theft
- Diagnosing the validity of claims
- Recommending settlements, adjustments to cases or both
- Reviewing majority and dissent opinions
- In-person testifying
- Litigation consultation



Contact [robert@safr.me](mailto:robert@safr.me) with the details of your case for more information.

## PAST EXPERIENCE

**Ahdoot & Wolfson, P.C. | 11/12/2018 and 01/10/2017 | Los Angeles, CA**

Expert witness on two occasions to provide a reasonable estimated retail market value for credit monitoring.

**Bret Lusskin, P.A. and Scott D. Owens, P.A. | 07/01/2016 | Hollywood, FL**

Expert witness to provide a reasonable, estimated retail market value for identity theft protection.

**George Mavris | 01/09/2012 | Akron, OH**

Expert witness to provide a reasonable estimated retail market value for company-wide data breaches.



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# KEYNOTE SPEAKER

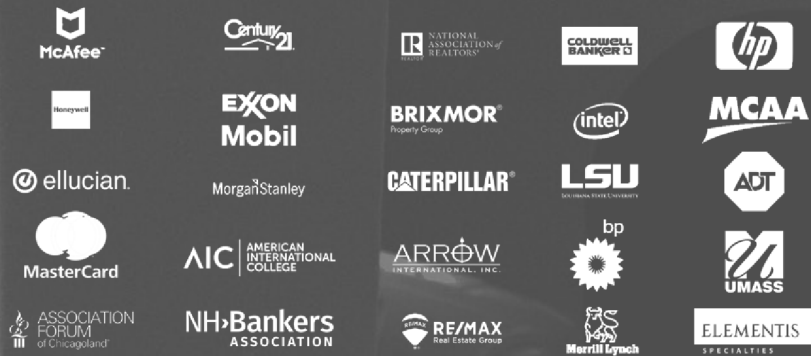
## Engaging & Knowledgeable

Businesses looking for an enjoyable and engaging keynote speaker on the topic of data security need look no further than Certified Speaking Professional Robert Siciliano. Some of the concepts that he covers include cybersecurity, protection from identity theft, fraud prevention and personal privacy. Not only does he effectively convey this information to audiences for business, but he also teaches participants how to immediately use this knowledge in their personal lives.

Robert uses his personal experience to encourage his audience to take control of their own security. As one of the most highly-respected experts on fraud prevention, cybersecurity, identity theft and online privacy, he has appeared on numerous news programs and presented at some of the most respected and high-profile conferences around the world from Boston to Bogotá and Dubuque to Dubai.

Robert has a full range of presentations that companies can choose from to assist their business and employees.

\* For pricing, please contact Robert's agent at [basil@trossconsulting.com](mailto:basil@trossconsulting.com) or 602-881-0498



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# SPEAKER TOPICS

## Providing Client Security and Ensuring Loyalty: A Guide for Financial Firms

Every week, Robert Siciliano inevitably hears from a distressed financial advisor, who has to rescue a client whose accounts have been compromised. The fact is, your moneyed clients are big targets, and they aren't necessarily cyber savvy.

## Social Media Security: Marketing, Extending and Defending Your Online Reputation

The risks we face from sharing certain information are substantial—from personal security to damaged reputations. Learn the fundamentals of reputation management and the safest implications of using social media.

## Defending Against the Data Breach: Protect from Spyware, Malware, Ransomware and Keyloggers

We keep hearing about data breaches involving millions of credit card and account numbers. Data breaches cost thousands of dollars, and corporations can take a huge hit in publicity. Don't let your organization become a statistic!

*Other speaker topics include:*

- Putting Your Digital Data on Lockdown
- Security Appreciation, Not Security Awareness
- Identity Theft Protection, Prevention and Awareness
- Take Charge, Fight Back!: Street-Smart, Street-Safe Personal Security
- Mortgage and Real Estate Fraud: A Real House of Cards
- Corporate-Travel Security at Home and Abroad

All of these programs are customizable for keynotes, webinars and workshops. Contact [basil@trossconsulting.com](mailto:basil@trossconsulting.com) for pricing or visit [www.Safr.me/speaking](http://www.Safr.me/speaking).



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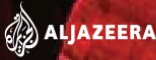
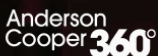
# FEATURED IN THE MEDIA

## Security Expert

Robert is known throughout the country as an expert in identity theft and data breaches in the corporate world. Many members of his audience only realize the value of data protection when they themselves are ripped off or their identity is compromised, but he is focused on helping companies take the steps necessary to protect their data from theft without the pain of personal experience. As a bonus, employees can easily apply much of the knowledge that he provides to their personal lives.

Robert's media exposure first boomed when he was called in to consult several news agencies following the Boston Marathon bombings. He shared his expertise, but he also shared his personal experience from surviving the second bomb. To this day, Robert has completed the Boston Marathon seven times, which goes to show he believes security expertise can create safe events for the public.

Robert continues consulting the media today by sharing his message with media mega-stars including Montel Williams, Howard Stern, Fox News Neil Cavuto, Rock Star Billy Idol, Rudy Giuliani, Mario Lopez, John Stossel, Evander Holyfield, Steve Forbes, Mike Dukakis, *Black Panther* Star Chadwick Boseman, Alan Dershowitz, Maria Menounos and Tyra Banks.



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# TESTIMONIALS

**“We hired Robert to be our Keynote speaker during an annual Security Education Week within our company and could not have been more impressed. He was very professional, highly energetic and truly well-educated on a variety of different security topics. We received so much positive feedback regarding his presentation.”**

- Lauren Zink, Security Awareness Manager at Diebold

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**“We engaged Robert as our keynote speaker for our company’s annual Security Awareness Week, and he shared four, highly-engaging and easily-applicable presentations with more than 4,000 global employees. As an information security professional, I know firsthand how difficult it can be to take very conceptual threats and make them relevant to a large audience. Robert’s storytelling abilities and his direct style made him easily relatable to our people.”**

- Caterpillar Inc.

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**“Robert Siciliano is a fantastic speaker! People are still talking about what a great speaker he was, and he spoke to us over three months ago. He knew his material, kept everyone entertained and had a lot of valuable information to give. We will definitely get him back to our study club again.”**

- Seattle Study Club Chapter

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**“Robert’s presentation at the 22nd Annual Bankers’ Hotline Security Officers Workshop was the highlight of this two-day event. His entertaining style and expert commentary was exactly what these security professionals needed to hear. Many thanks for adding a fresh perspective to the identity theft issue.”**

- Bankers’ Hotline



# ONLINE COURSES

## Affiliate Programs Available

Are you an industry organization looking to add revenue streams?

Each Safr.me course can be customized for your industry, and you will profit from the sales!

Contact [robert@safr.me](mailto:robert@safr.me) to customize your training and make an impact with your team today!



### **Evil Cyber Scams: Protect Yourself and Business** 7 Lessons | \$249.00

Do you know the difference between fishing and phishing? One wrong click and you might be scammed out of your identity and your money.



### **Identity Theft Protection and Prevention** 13 Lessons | \$249.00

Does a computer chip really protect your credit card information from hackers and thieves? Protect your credit, identity and personal information from identity thieves.



### **Social Media Security and Online Reputation Management** 15 Lessons | \$249.00

You no longer need to be concerned about your reputation. You need to be concerned about your webutation. Learn the do's and don'ts about social media security.



### **Take Charge, Fight Back!: Street-Smart, Street-Safe Personal Security** 19 Lessons | \$249.00

If you're faced with an intruder, how will you protect yourself? How do you protect yourself when travelling? Get smart and "Safr" about personal security.



### **Information Security: Data Theft Prevention and Protection** 21 Lessons | \$249.00

Every single day you read about data breaches and your identity or client's identities being compromised. Learn how to protect your most valuable assets from spies and snoops on the web.



### **Cyber Wellness Program: Complete Edition** All Bundled Lessons | \$997.00

The ultimate course to protect your money, your family, your business and your life from the dark web, identity theft, cyber scams, physical threats, and data theft to create a "Safr" tomorrow.



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# LATEST BOOK

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## Identity Theft Privacy: Security Protection and Fraud Prevention

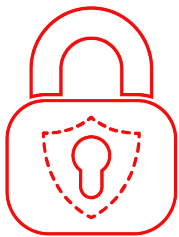
Robert Siciliano | \$26.95

Business has become digital. Consumers leave breadcrumbs of data in the physical world and online. Bestselling author Robert Siciliano, C.S.P. encourages his audience to take control of their own security. Businesses and individuals are both responsible for online privacy, fraud prevention, cybersecurity, and identity theft. Learn about identity theft privacy from the expert with over 30 years of experience contained in one book.

Order online at [www.Safr.me](http://www.Safr.me) today!

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## WHAT'S INSIDE



### LESSONS ON HOW TO SECURE YOUR IDENTITY

Robert walks you through simple steps to take to help secure your sensitive information.



### USEFUL EDUCATION MATERIAL

Learn crucial information needed before doing anything in the online or physical worlds.



### TIPS ON HOW TO INCREASE PROTECTION

This book houses lessons on avoiding vulnerable situations, evading hackers, and blocking criminals.



### VALUABLE ADVICE AIMED TO ENHANCE SAFETY

*Identity Theft Privacy* delivers ample amounts of guidance aimed to secure your identity.

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Looking to educate your entire team? Contact [basil@trossconsulting.com](mailto:basil@trossconsulting.com) for quantity pricing.



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# FEATURED ARTICLES



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# FEATURED ARTICLES

## 'Shift Day': What Scares You More? A Nude Selfie or an Exposed Social Security Number? - FOX News

"Despite near-daily news stories about hack attacks and information-security headlines, we are an apathetic lot when it comes to protecting ourselves. We're aware of the risk, we worry about the..."

## Will Obamacare Lead to Identity Theft? - Huffington Post

"Obamacare is required to protect our data under the National Institute of Standards and Technology guidelines. However, naysayers believe the administration will open the system without proper..."

## 10 Security Tips for Online Holiday Shopping - Iovation

"With the holidays comes a lot of fattening up—of the pockets of online thieves. This is that special time of year where crooks are waiting to get your personal information. Don't think you're immune..."

## Security Awareness Training is Essential for Small Businesses - Entrepreneur

"Educate your staff in the ways of cybersecurity to avoid any potential data breaches. It only takes one careless employee to cause a big issue. Here is an example: A worker in your office..."

## Watch This Guy Hack and Steal a Tesla Model S in Seconds - Hotspot Shield

"Everyone knows that Tesla is one of the most high-tech car brands out there, but this could be causing issues for owners. Recently, a group of security researchers found that they could hack a..."

## The Five Biggest Security Threats Facing Businesses Today - Bank Innovation

"Millennials, the next generation of technology-savvy workers are coming to a cubicle near you. They are a generation of technogeeks that don't know they are techno or geeks. I had a rattle. They had..."



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CSP

IF YOU ARE INTERESTED IN HIRING  
ROBERT FOR YOUR NEXT EVENT,  
PLEASE CONTACT ROBERT'S AGENT  
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EMAIL AT [BASIL@TROSSCONSULTING.COM](mailto:BASIL@TROSSCONSULTING.COM)



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