Global Cybersecurity Association

Helen YU

Technology Director & Vice-Chairwoman
of **Global Cybersecurity Association**

CEO & Founder
of **Tigon Advisory**, Chicago, USA

IBM named Helen as a "**Top 10 Influencer in Digital Transformation.**" She has also been named by **Rise Global** as **#20** in the Cybersecurity Power 100, **# 15** in the Cloud Global Power 100 Influencers, in the Top 20 Artificial Intelligence, Blockchain Power 100 and Top 30 HR influencers. Awards Magazine named Helen Top 100 Global Thought Leaders and **Onalytica** named Helen **# 33 Women in Finance Top 100 Influencers**.

Thinkers360 has named Helen in the **Global Top 20 Tech** in some 10 categories. For example, Artificial Intelligence, Cybersecurity, Cloud and Digital Transformation.

Widely acknowledged for her thought leadership, Helen reaches an audience of over 10 million weekly through social media. She is a Top Twitter influencer in AI, Cybersecurity, emerging technology, digital transformation, growth and start-ups.

Described as "a rare combination of intellect, work ethic, and compassion often not found in C-level executives," Helen has led multibillion-dollar revenue growth and profitability for early-stage start-ups, pre-IPOs and Fortune 500 enterprises, including Oracle, Adobe and Marketo.

Tigon Advisory's Managed Security as a Service offers cyber-risk assessment and cyber-awareness training to strengthen cyber-risk governance at a time when 90% of all attacks result from human error. Its approach to cybersecurity is notable for protecting organizations while accommodating vigorous business growth. Tigon Advisory specializes in helping companies understand the cyber-threat landscape, apply the NIST framework to identify and assess risk, improve defenses, develop manageable action plans, and most critically, create cyber-risk awareness across non-technical workforces.

Helen, who received her Cybersecurity certification from MIT Sloan School of Management, frequently speaks at industry conferences and events worldwide, and has authored numerous articles and blog posts on various topics – cybersecurity among them. When Helen is not scaling Mount Everest or ice climbing glaciers, you can find Helen on Twitter @YuHelenYu.

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SYNOPSIS

"What leaders need to know about the role of Artificial Intelligence and the Customer Experience"

A recent Gartner study says U.S. insurance brands "are falling behind in providing a more holistic digital experience for customers." Why, in an era when customers are more willing to share information, businesses are not fully embracing the advantages of AI?

Let's look at AI as a way to meet the customer where they are, in the moment they are in, and with an anticipation for what they need.

Central to my belief that real growth thrives at the crossroads of #tech and #humanity. AI resides there as well. This talk outlines what C-suite executives and board members in the insurance and financial services sector should know about AI in order to thrive in the Trust Economy.

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