

# Welcome to CMO goes TECH

Gül Heper & Cecilia Hjertzell

November 21st, 2018

#CMOGOESTECH

# Today's program

**17.00**

Welcome to the fourth CMO goes Tech -meetup.  
Gül Heper and Cecilia Hjertzell, will kick off the event with some updates and trends.  
Martin Edenström , Capgemini on Recruitment trends

**17.30**

Digital innovation and AI – opportunity or threat for product development?  
Thom Thavenius, Deputy CEO EyeOnID

**17.45**

What a CMO/CDO Needs to Know About Cybersecurity.  
Enkeleda Ibrahim, Cybersecurity Expert

**18.00**

Panel discussion with the presenters led by Christopher Neitzert, Four time unicorn manager

**18.15**

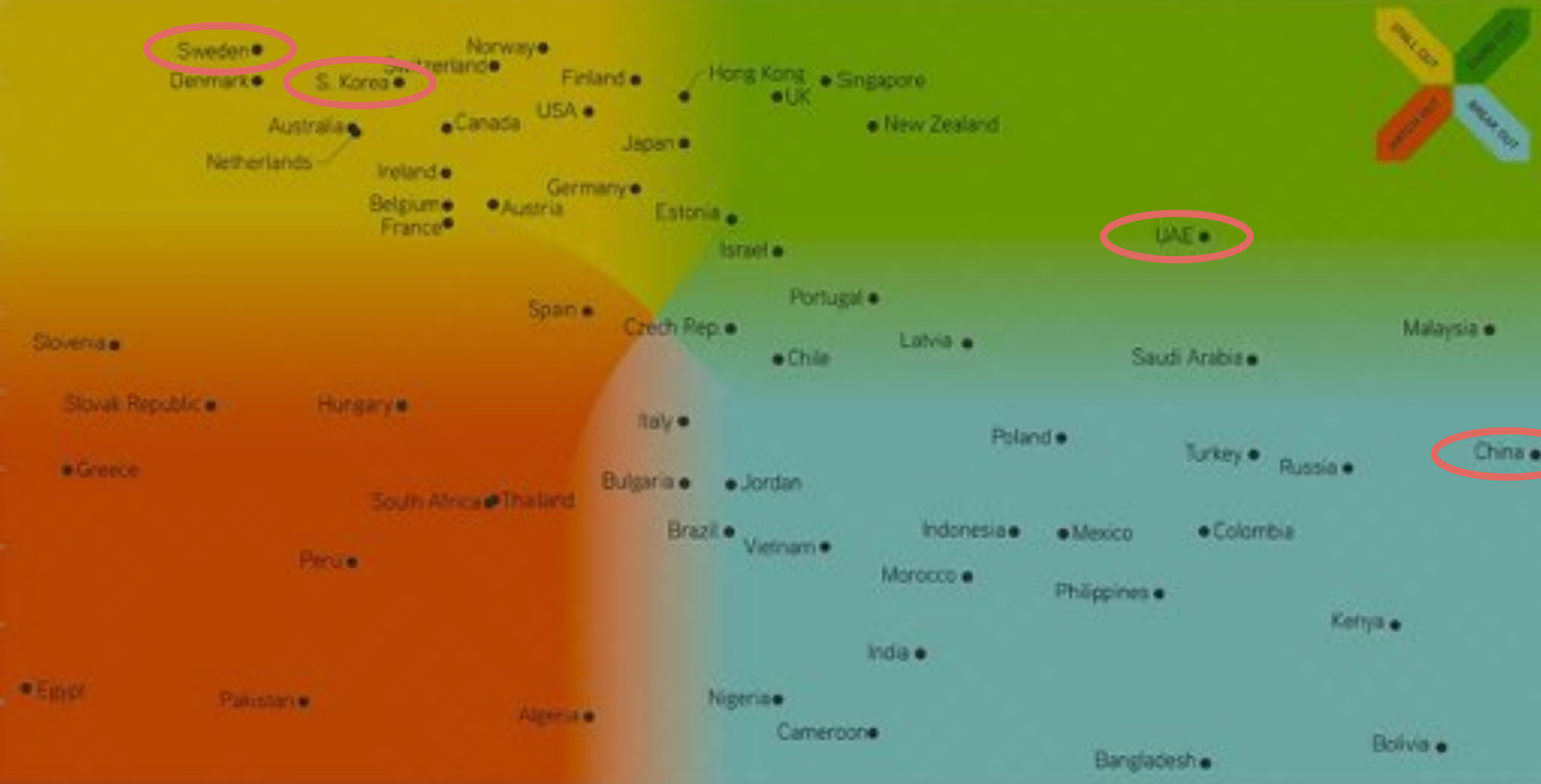
Time for mingle and to get to know your network and presenters.

*We believe in the death of the traditional  
CMO and that a new breed is emerging  
- CMO goes Tech.*

*Cecilia Hjertzell & Gül Heper*











RTIONELL



# Sime

**Customer experience - Landscape in which you make decision**

**Don't talk about brand or marketing**

**Storydoing**



**AI is not neutral.**

**It is a mirror that reflects back to us the bias that  
already exists in our society.**

# AI & Cyber security





# Thom Thavenius

*Deputy CEO EyeOnID*



# Digital Innovation and AI

Opportunity or Threat for Product Development

Thom Thavenius

**EyeOnID Group AB (publ)**

Founded 2014, Head office in Stockholm Sweden, Subsidiaries in US and Belgium, Listed on NGM MTF (Sweden) 2016

PCI DSS certified, GDPR compliant and trusted by partners





EyeOnID\_



Are we assessing the risks related to AI?

Why don't we?

What does that mean?



# Three Perspectives on AI in Product Development

The Power of Words

The Prerogative of Interpretation

The Chain of Order





# Product Development on the Dark Side

## Attributes

- Self regulatory
- Hyper capitalistic
- Hyper agile

## Key Commodities

- Credentials
- Propriety information
- Time to market

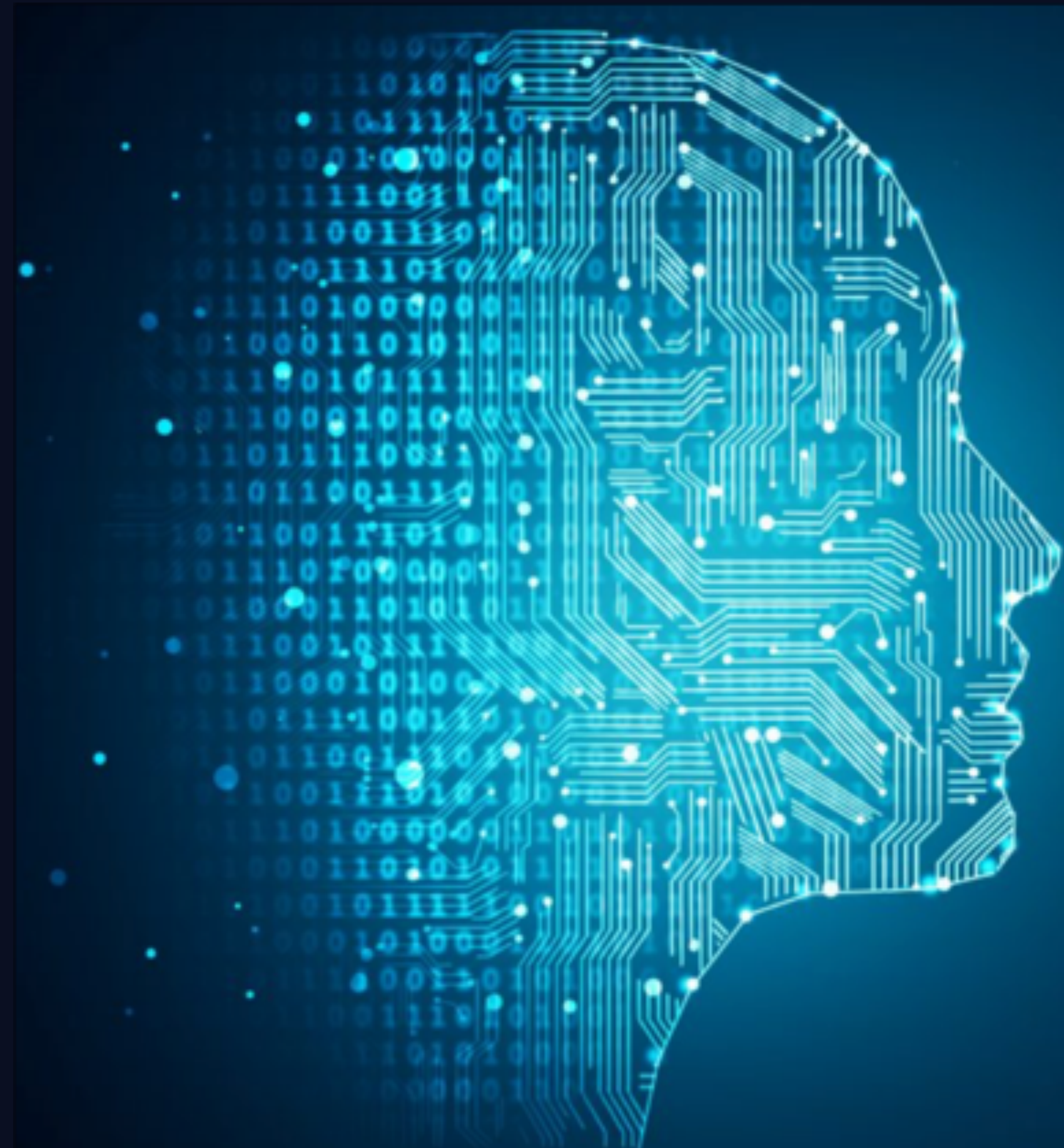




# Product Development on the Dark Side

## Strategic Drivers

- The exponential growth of data
- The exponential exposure of accessible data





# Product Development on the Dark Side

So, where are we headed?

- Full industrialization of the illegal marketplace
- Fusion between the legal and the illegal – the grey space...
- Painful insights and some panic...







# Digital Innovation and AI

Opportunity or Threat for Product Development

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# Enkeleda Ibrahim

*Cyber security Expert*



# What a CMO/CDO Needs to Know About Cybersecurity

# Enkeleda Ibrahimi























PRIVACY



# Social media

a hackers' favorite  
target

600.000

Facebook accounts are compromised every single day







# Panel discussion

Thom Thavenius, Enkeleda Ibrahim

Moderator  
Chris Neitzert

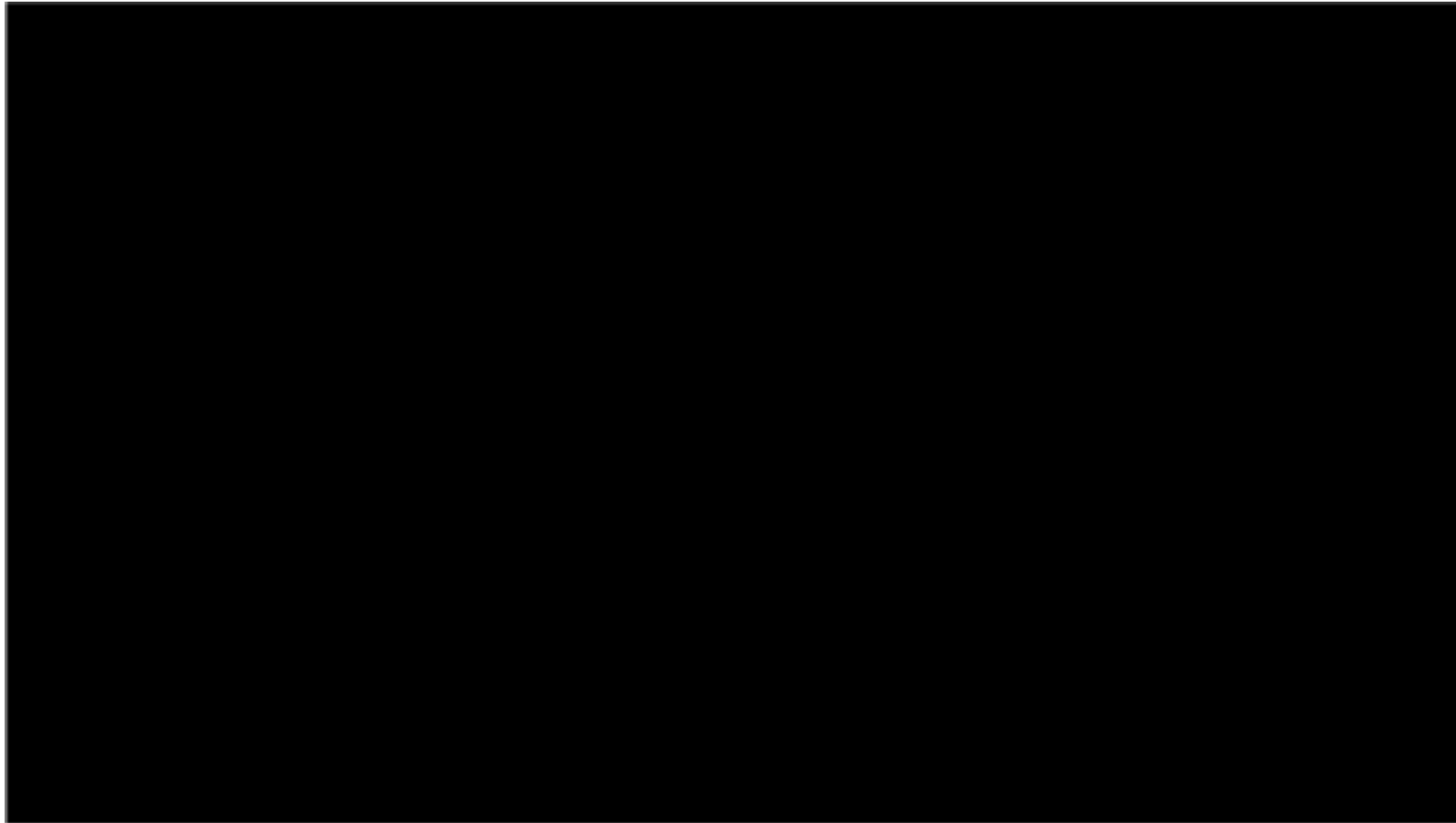
# INTERESTING TIMES

Security in the Age of Algorithmically  
Generated Content



# DEEPFAKES

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# PROCEDURALLY GENERATED CONTENT

- Producer games YouTube's algorithm for viewers and \$\$\$
- Linked to Toy Counterfeiters
- Procedurally Generated Video Content
  - Designed to game YouTube for eyeballs and money
  - In its infancy now...





# WHAT IS NEXT?



# DETECTING FAKE CONTENT

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- US Defense Advanced Research Projects Agency [Media Forensics](#)
  - Produced the first detection tools in 2018
- Ian Goodfellow, Google.
  - Generative Adversarial Network. (GAN) “AI Fight Club”
- Best Technique for the rest of us?
  - Subtle non-human behaviors
  - Artifacts in video
  - Voice



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# PANEL QUESTIONS