baking in security
sweet, secure, cupcakes

ken johnson
matt ahrens

april 2012
introductions

• ken johnson - @cktricky
  • ginger ninja
  • not a hugger
  • shot a shark in the frickin’ face….kidding

• matt ahrens - @matt_ahrens
  • background in IR/DF
  • breaking or building a security program
  • loves craft beer and coffee that resembles tar
expectations

• *What* this talk is about
  • Survival Guide?
  • Our experience thus far

• *What* it isn’t…
  • We figured it out!!! <~ FALSE
LivingSocial today: daily deals & more

**Daily Deals**
daily offers encouraging local discovery by connecting consumers to handpicked merchants at significant savings

**Adventures**
uniquely packaged activities encouraging members to meet new people and try something different

**Families**
valuable kid-and-parent-approved offers that help families get out and play together

**Escapes**
distinctive travel experiences crafted to inspire easy exploration of destinations across the street and around the world

**Instant**
real-time promotions or online ordering when you want great food right here, right now

**Gourmet**
high-end culinary experiences available exclusively to select members
by the numbers

• Live in more than **647 markets** around the world

• More than **60 million members** worldwide, **25 countries** on **6 continents**

• **63 million vouchers** sold to date

• Diverse offerings include daily deals, escapes, families, adventures, instant, gourmet

• Over **4,900 employees** worldwide

*Updated January 23, 2012*
in the beginning....
where to start
psychology
who to hire
who to hire
apprenticeship
engineer focused
find the fail
appsec goals
alignment
changes
changes
manage communications
time management
professional firefighters
work/life balance
communication
communication

Sees something cool outside

Training for a “floor-staring” Competition?

tools
tools
tools
friendly advice
friendly advice

Do NOT call someone’s baby ugly
...don’t just say no

Have a SOLUTION
compliance is tangible
fail fast
Failed tests are better than none at all

Realize a failed test quickly

Don’t push it to the brink
incidents
incidents
Define what constitutes “AppSec”
key wins
key wins

- Developer security tools
- Strong “Political Security”
- Super smart engineering team
key wins

- great security team
- Ninja “Ops” Team
- Everyone is HUNGRY to win
prove it
prove it

60% of the time, it works every time.
wishlist
Questions?
Thank you, Stay Hungry!