livingsocial.

baking in security
sweet, secure, cupcakes

ken johnson
matt ahrens

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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

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

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

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

a growing family

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?
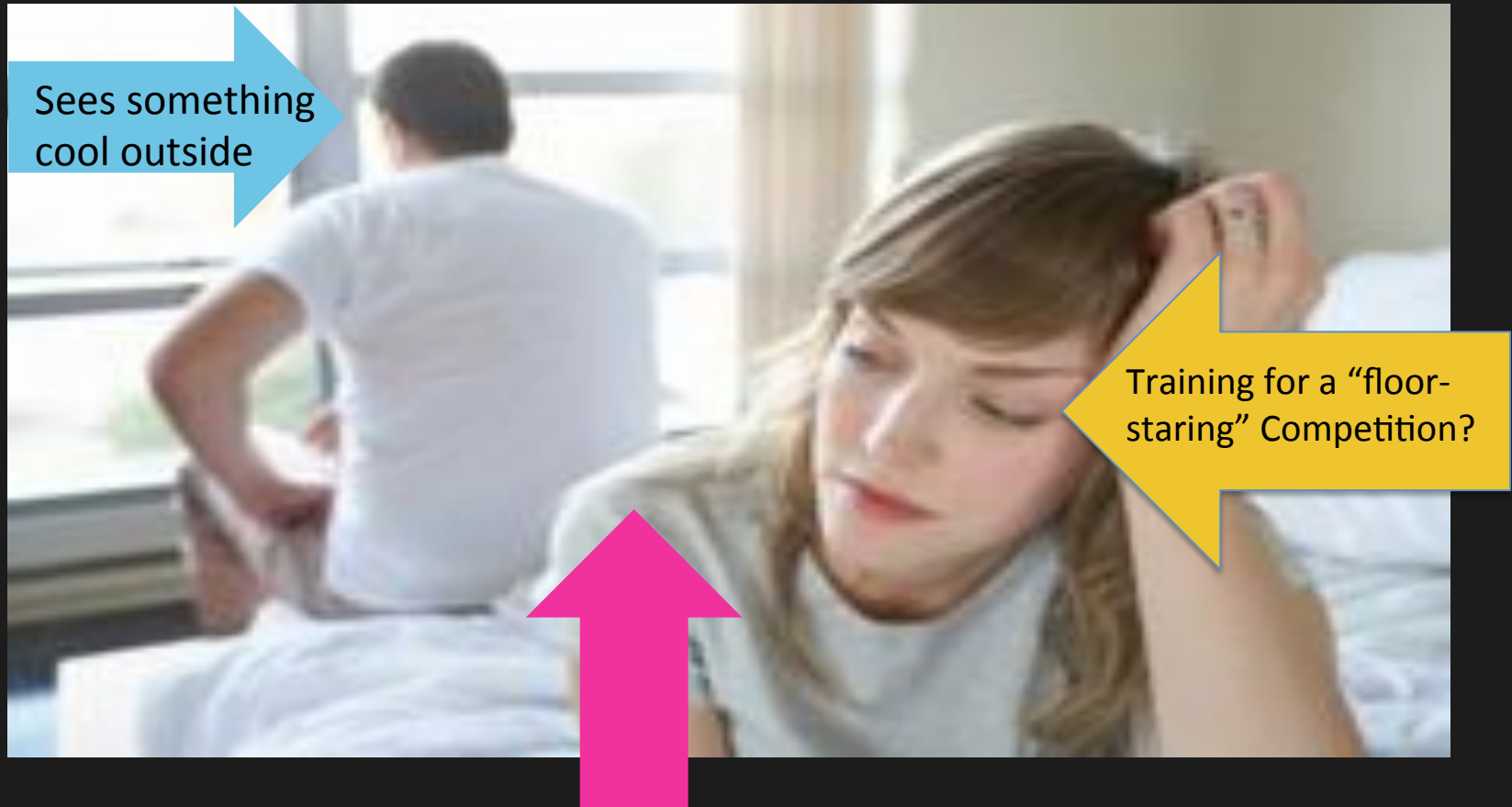
Not. Role. Models.

tools

tools

tools
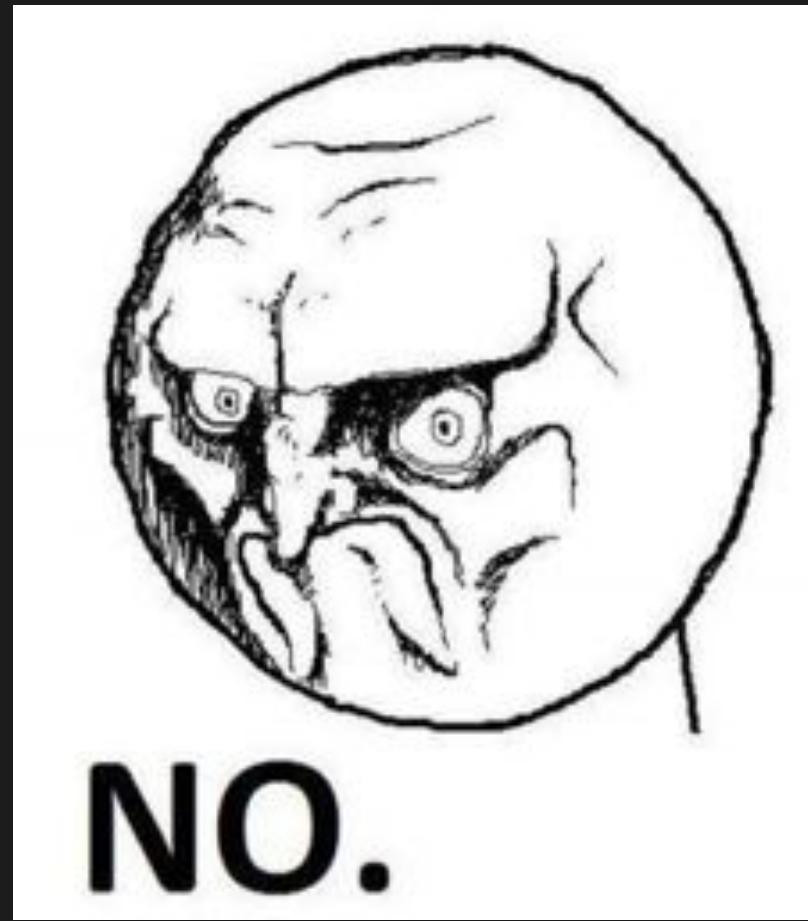
friendly advice

friendly advice

Do NOT call someone's baby ugly

…don't just say no

Have a SOLUTION

NO.

compliance is tangible

fail fast

know when to quit, don't be afraid

- Failed tests are better than none at all

- Realize a failed test quickly

- Don't push it to the brink

incidents

incidents

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

wishlist

wishlist

Questions?

Thank you, Stay Hungry!