



Why the Next Most Wanted Criminals Will Be Even Harder to Find...

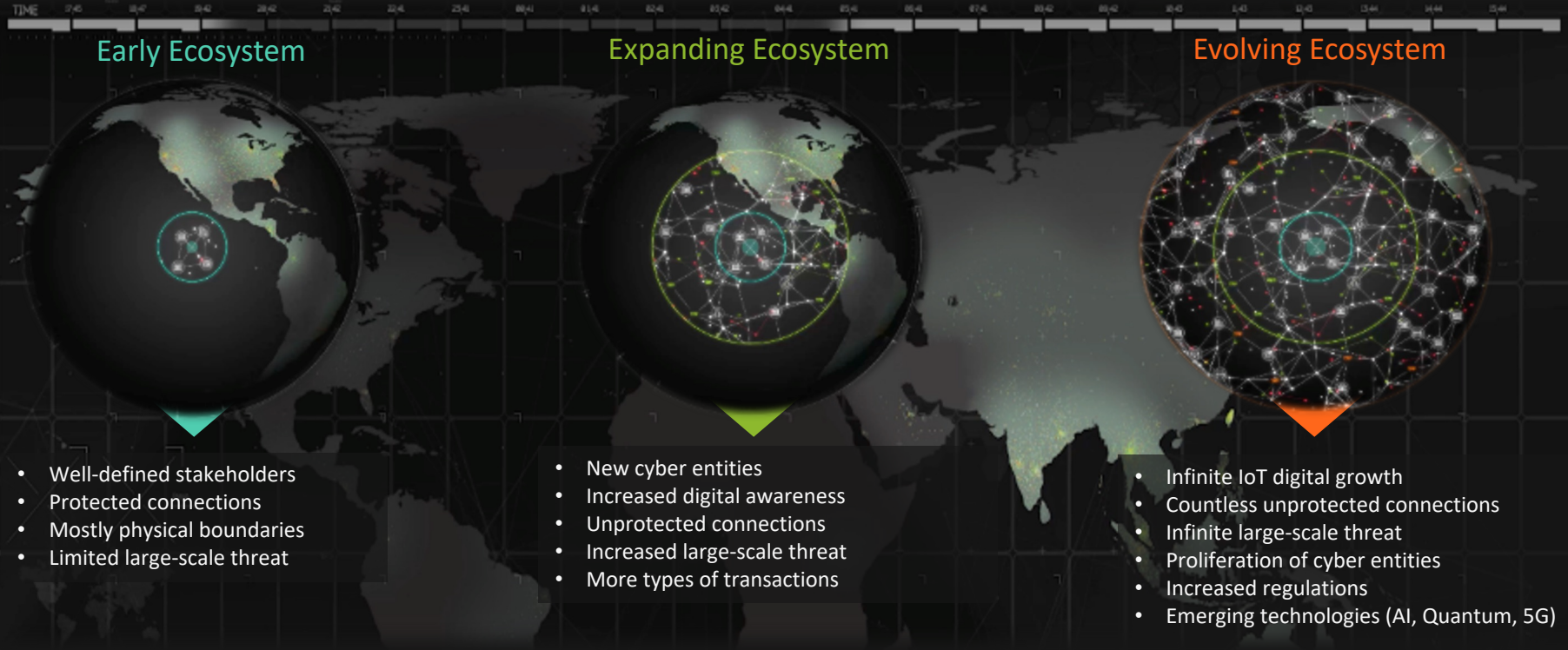
Mastering the Future of Cybersecurity

Alissa “Dr Jay” Abdullah, PhD

Deputy Chief Security Officer - Mastercard



Safeguarding an evolving ecosystem goes beyond protecting borders



Increasing digital data, connections, interactions, and innovation points to the need for **greater security**



BIGGER DATA

200 ZETTABYTES

of global data is projected to be stored by 2025¹



MORE INTERACTIONS

5.3 BILLION

active internet users around the world as of January 2024²

ECOSYSTEM TRENDS



RISE IN ECOMMERCE

\$8 TRILLION

estimated value of e-commerce market by 2026³



INCREASED DIGITAL BANKING

54%

of the world will be using digital wallets by 2026⁴



GROWTH IN IOT

33 BILLION

number of IoT devices estimated by 2030⁵





The Social Media Trend –

Create a work action figure using AI

**Create an image of a 3-D
action figure of me.**

**Make it look like an animated
movie character.**

**Display in a clear plastic blister package
with a minimalist white design with a
MasterCard logo on the top left corner.**

**The figure resembles Janet Jackson with black
hair brown eyes, 40 years old. Have her arms
folded with a light blue V-neck dress on like the
photo attached.**

**The top of the packaging features bold white text that say MasterCard
logo on the top left corner the name, Dr Jay, and the title, deputy chief
security officer inside of the packaging alongside the figure.**



**Include a crystal ball, a microphone,
and another item that can
represent cyber security.**

**The design should be clean,
cartoonish and neatly styled
resembling a collectible toy sold in
stores.**

**The overall aesthetic should feel modern playful and premium.
Something you may find at a tech savvy office culture, or as a part of a
collectible internal company merchandise.**

Picture



GenAI - #1









GenAI - #2



GenAI - #2



GenAI - #2



GenAI - #2



GenAI - #3



Gen AI#3- For The Win!



The Adversary Doesn't Care



Dr Jay, Deputy Chief
Security Officer



THE EXPERIMENT



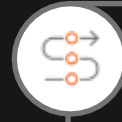
A lack of comprehension regarding AI could shift power dynamics in favor of threat actors.



AI Techniques for Covering Tracks



- Deepfakes
- Synthetic Data
- Anonymization and Obfuscation



Detecting AI-Covered Tracks



- Anomalies in Patterns
- Counter-AI Techniques
- Human-AI Collaboration



While rapid advances in AI open up exciting opportunities, they also bring **significant cybersecurity and governance challenges** that must be addressed.



Shadow AI



Lack of Discipline



Forgetting the People



Excluding Governance



In the next decade we will be defined by our AI strategy:

*Those who embrace innovation
will soar to new heights...*

*Those who resist will fade into
obscurity.*

