



Dr. Leila Taghizadeh

Global Head of Cyber Risk Management & CISO IberoLatAm @Allianz

<https://www.linkedin.com/in/leilataghizadeh/>

Time took to reach 1 million users



5 months



5 DAYS



5 months

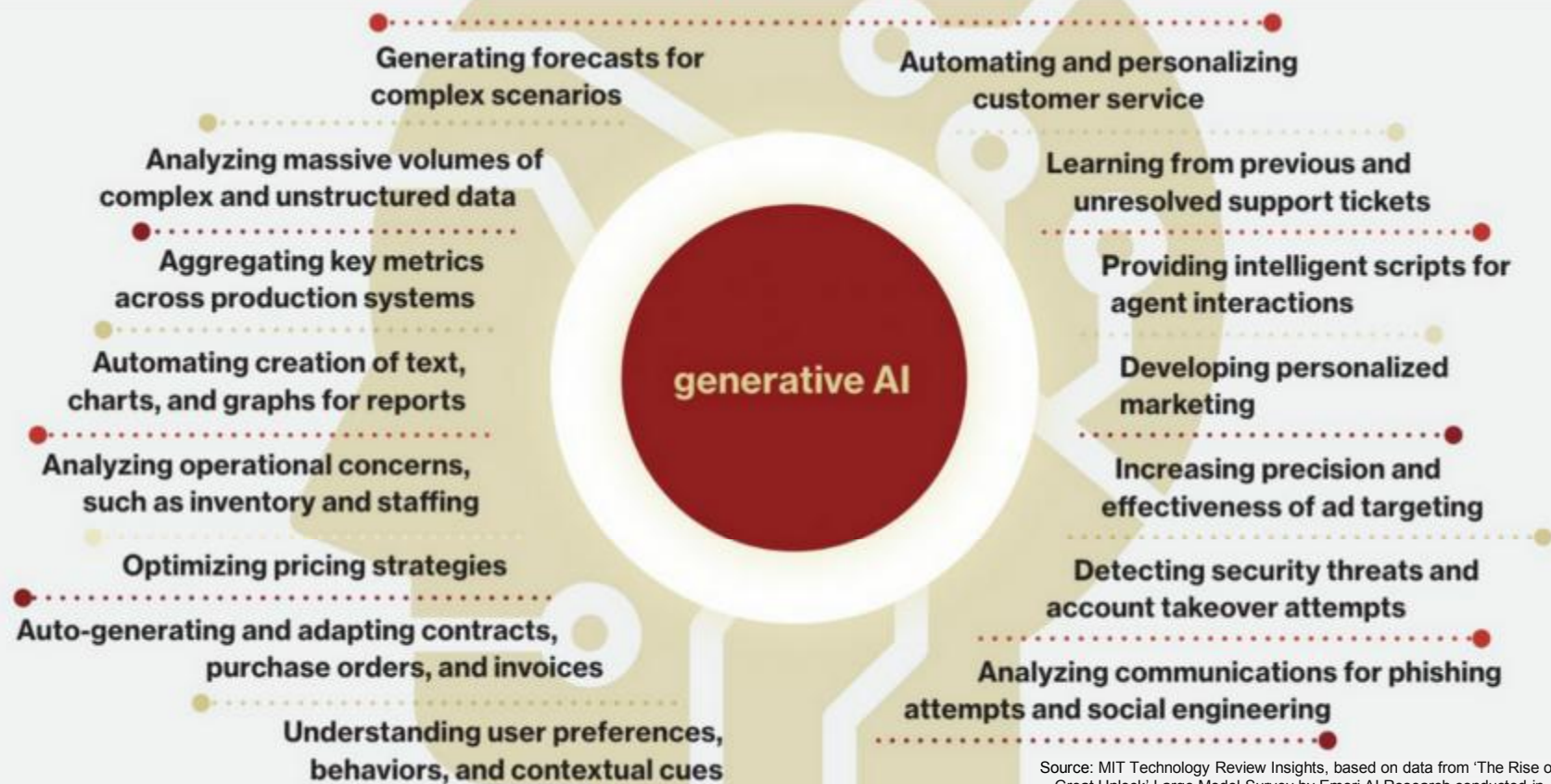
NETFLIX

3.5 years

facebook

10 months

Enterprise Applications & use cases for Gen-AI



Source: MIT Technology Review Insights, based on data from 'The Rise of Generative AI', 'The Great Unlock' Large Model Survey by Emerj AI Research conducted in January–March 2023.

Automation vs AI vs Generative AI

Automation



Definition: the process of using technology to perform repetitive tasks without human intervention.

Application: to streamline workflows, reduce errors, and increase efficiency.

Example: An automated email that sends predefined replies based on keywords in incoming messages

Artificial Intelligent



Definition: creating systems or software that can perform tasks that typically require human intelligence.

Composition: machine learning, natural language processing, & computer vision.

Example: A recommendation algorithm that suggests personalized content based on a user's browsing history.

Generative AI

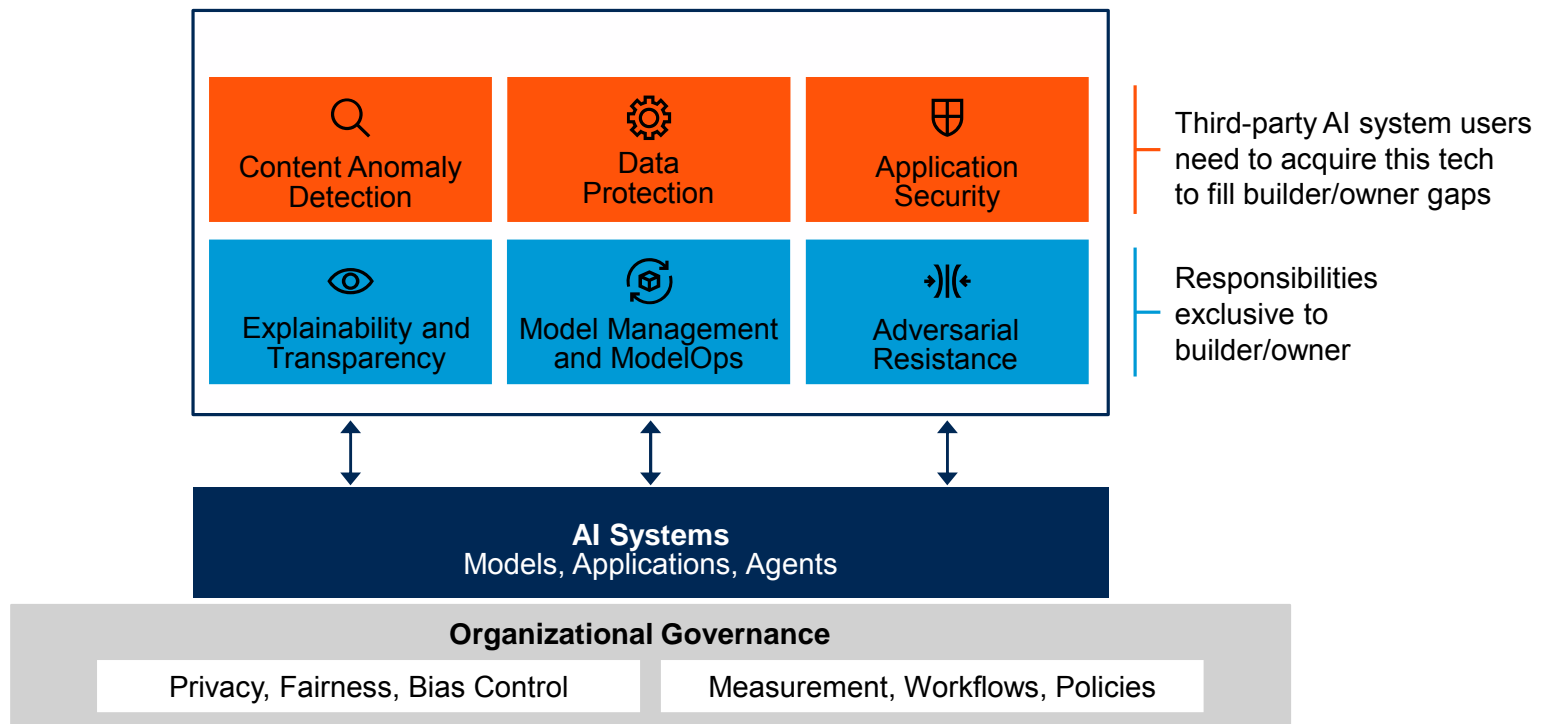


Definition: beyond traditional AI by creating new content rather than just analyzing existing data.

Output: novel outputs, such as text, images, or music.

Example: A language model that generates creative stories or poems based on a given prompt.

AI Technology Component



Key Risks Introduced by Generative AI



Enhanced Social Engineering

- **Hyper-personalized phishing**
- **Natural language generation**
- **Emotional manipulation**
- **Evasion tactics**
- **Automated reconnaissance**
- **Diversification in attack Methods**

Other risks...



Sophisticated Phishing Attacks



AI-powered Malware



Data Privacy



Deepfakes and Misinformation



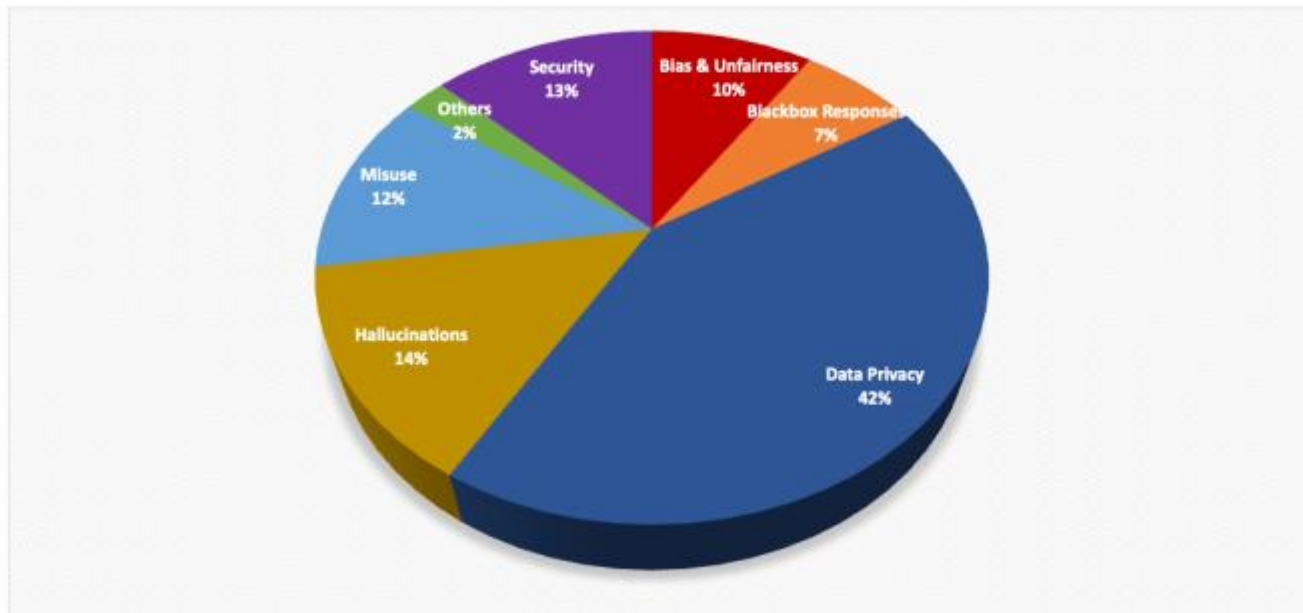
Automated Hacking Tools



Ethical Dilemmas

Survey from the IT leaders

Poll: Which Risks of GenAI Are You Most Worried About?



Source: Gartner IT Executives Webinar Poll (August 2023), n = 713
799579

Other opinions....



Key Opportunities Presented by Generative AI



Transforming Opportunities



AI-Enhanced Threat Detection



Automation of Security Tasks



Advanced Simulation & Training



Enhanced Incident Response

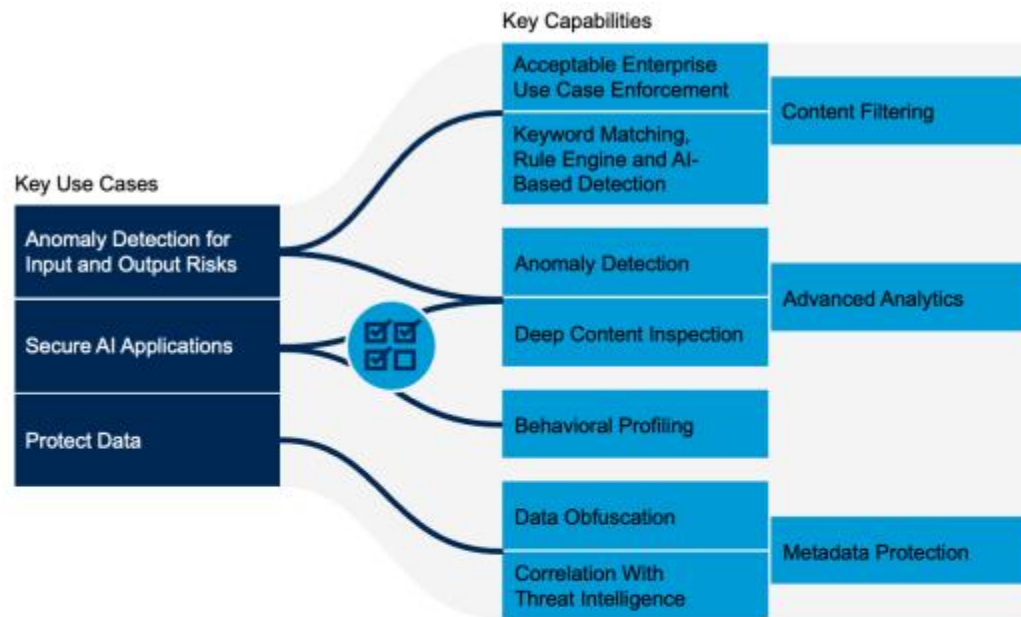


Predictive Capabilities



Customized Security Solutions

When (not) to use AI



Source: Gartner
799579_C

When (not) to use AI

AI technique suitability ■ Low (L) ■ Medium (M) ■ High (H)

Use-case families	Common AI techniques					
	Generative models	Nongenerative machine learning	Optimization	Simulation	Rules/heuristics	Graphs
Prediction/forecasting	L	H	L	H	M	L
Planning	L	L	H	M	M	H
Decision intelligence	L	M	H	H	H	M
Autonomous systems	L	M	H	M	M	L
Segmentation/classification	M	H	L	L	H	H
Recommendation systems	M	H	M	L	M	H
Perception	M	H	L	L	L	L
Intelligent automation	M	H	L	L	H	M
Anomaly detection/monitoring	M	H	L	M	M	H
Content generation	H	L	L	H	L	L
Conversational user interfaces	H	H	L	L	M	H
Knowledge discovery	H	M	L	L	M	H

Source: Gartner
806238_C

Navigating the Future with Generative AI in Cybersecurity



Adoption



Regulation
& Oversight



Continuous
Learning



Learning Opportunities – Free Courses

1. Google AI Courses offers 5 different courses to learn generative AI from the ground up. <https://lnkd.in/eW5k4DVz>
2. Microsoft AI Course offers an AI course that covers the basics and then more. <https://lnkd.in/eKJ9qmEQ>
3. Harvard University is offering a full 7-week course to explore the concepts and algorithms of AI. <https://lnkd.in/g4Sbb3nQ>
4. Prompt Engineering for ChatGPT by Vanderbilt University offers beginners a starting point to writing better prompts. <https://lnkd.in/d-rCb-AM>
5. ChatGPT Prompt Engineering for Devs in collab with DeepLearning is offering this course taught by Isa Fulford and Andrew Ng. <https://lnkd.in/gtGc5Znp>
6. LLMOps offered by Google Cloud in collab with DeepLearning taught by Erwin Huizenga. <https://lnkd.in/gMXDr7MJ>
7. Big Data, Artificial Intelligence, and Ethics by the University of California - Davis covers big data and introduces IBM's Watson. <https://lnkd.in/gVEf3Dvm>
8. An introductory course on prompt engineering that goes beyond the basics. https://lnkd.in/g2P9U_Bs