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**Renowned Executive Coach Chris Coffey is Featured Speaker at ISSA-LA Fourth Annual Information Security Summit on Protecting Businesses from Cybercrime**

**Los Angeles – April 12, 2012** – World renowned executive and leadership coach Chris Coffey will be a featured speaker at the Los Angeles Chapter of the Information Systems Security Association's (ISSA-LA) fourth annual *Information Security Summit* on Wednesday, May 16, 2012 at Hilton Universal City Hotel in Los Angeles. The theme of the one-day Summit is *The Growing Cyber Threat: Protect Your Business*.

Mr. Coffey will discuss concepts from his soon-to-be published book *Innovative Questions* and demonstrate how to turn around the perceptions of others by simply asking the right questions. In the world of high-tech Internet information security, asking the right questions means helping professionals in the field to communicate effectively with executives and business leaders who have difficulty understanding the complexity and the seriousness of cybercrime and how it can affect their businesses.

“We are excited to have Chris as a featured speaker at our summit,” said ISSA-LA President Stan Stahl, PhD. “Chris’s coaching style is direct and effective. He has coached leaders around the world in Fortune 100, 500, 1000 companies, as well as in startups and nonprofits. His ability to turn around perceptions of others by simply asking the right questions are vital if we are to change information security perceptions, getting management and users involved.”

Mr. Coffey is one of the pioneers and a significant contributor to the fields of leadership, feedback-based training and executive coaching. In 1981, while working and learning at the Center for Leadership Studies, Chris met Paul Hersey, Marshall Goldsmith, and Frank Wagner. It changed his life. Although he had been pursuing an acting career with some success, having appeared in his first feature film “A Change of Seasons” with Bo Derek, Chris had found his true calling. By 1984 he was totally out of the acting business and fully engaged in consulting as a member of the prestigious Keilty, Goldsmith & Boone (KGB) firm in LaJolla, California.

KGB is a pioneer in developing programs to teach Excellence in Management. Mr. Coffey’s stage and movie experience proved extremely useful in teaching and presenting. Chris began by leading Excellent Manager Workshops for middle managers and above at IBM, Warner Lambert, Citibank, Apple and other Fortune 500 companies. Incorporating his experience in acting and directing, Chris brings his own distinctive common-sense approach to designing and conducting workshops in leadership, management, team-building, and influencing without authority.

Mr. Coffey graduated from Fairfield University in Connecticut with a BS in marketing and is a U.S. Navy veteran.

**About the LA Chapter of the Information Systems Security Association (ISSA-LA)**

The Los Angeles Chapter is the founding Chapter of the Information Systems Security Association, an international not-for-profit organization of information security professionals and practitioners. ISSA-LA is the premier catalyst and information source in Los Angeles for improving the practice of information security. The Chapter conducts outreach programs to business, nonprofits, government and consumers. For more information or to register for ISSA-LA’s 4<sup>th</sup> Annual Information Security Summit, please visit: [www.issa-la.org](http://www.issa-la.org).