

Defending County Services in an AI driven threat landscape

Saturday, July 18 | 8:30 a.m. – 9:30 a.m. | Room 228-230

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26



Annual Conference & Expo

July 17-20
Orleans Parish/New Orleans, La.

Security Strategy in an AI driven threat landscape?

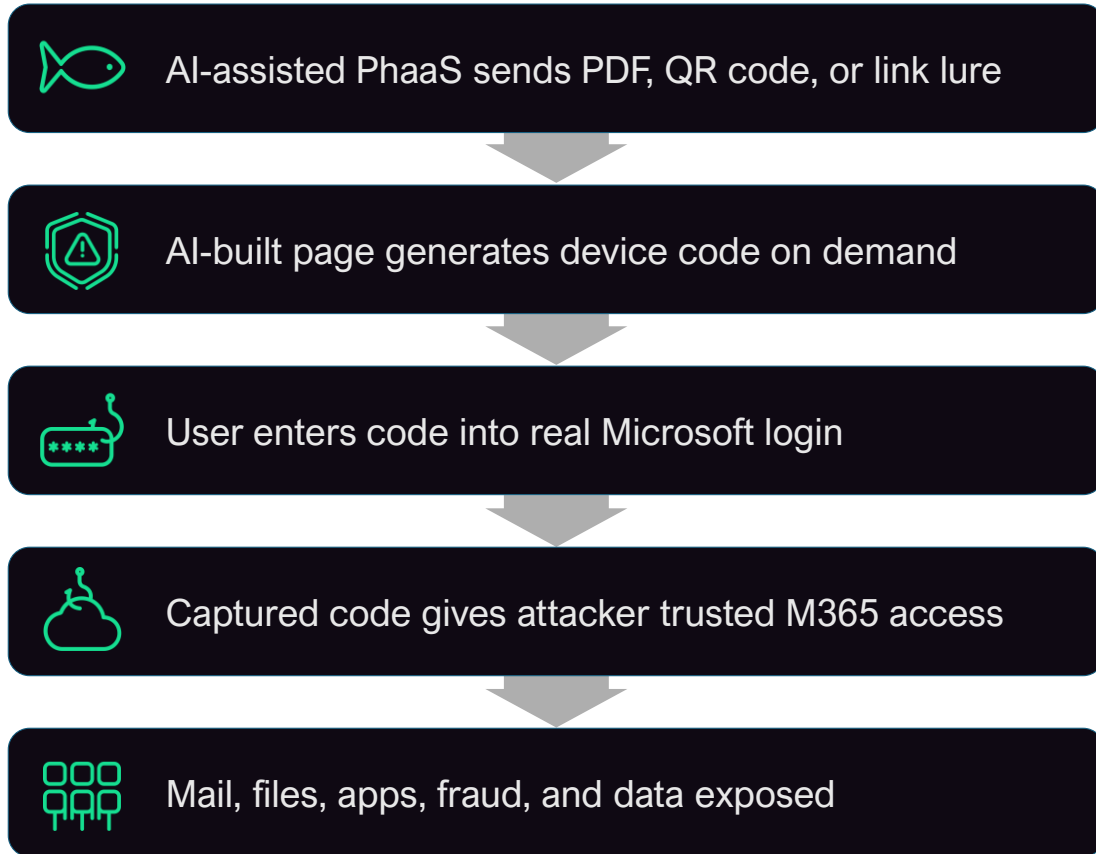
High Value County Assets

-  Identity systems
-  Public safety systems
-  Financial systems
-  Citizen data
-  Operational systems
-  Backups and recovery systems
-  Vendor connections
-  Trust and reputation

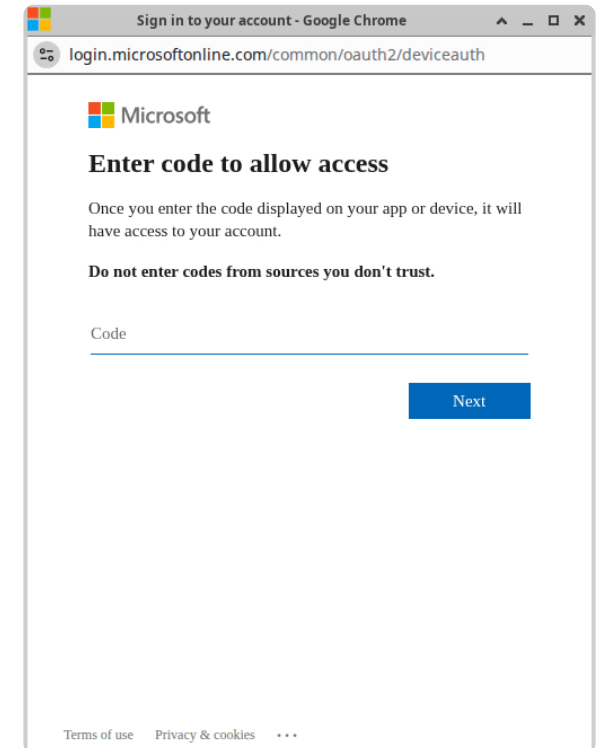
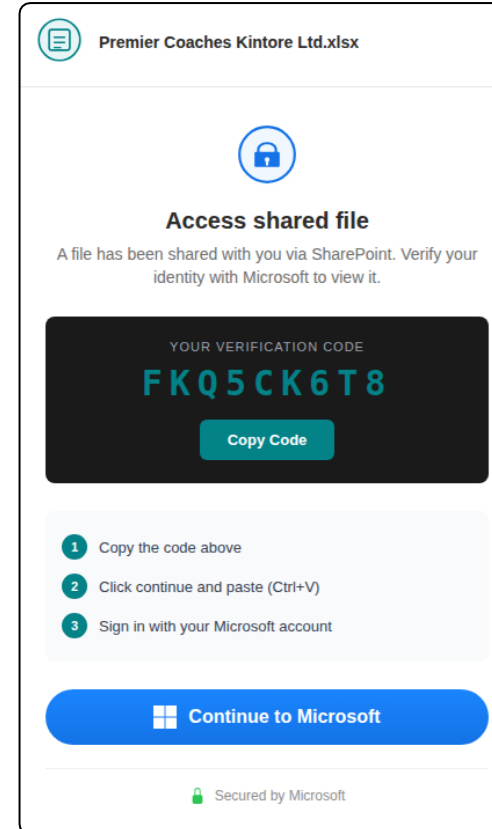
Potential County Vulnerabilities

-  Phishing and impersonation
-  Credential theft
-  Sensitive data leakage
-  Vendor compromise
-  Deepfake and business process manipulation
-  Cloud and SaaS misconfiguration

AI has transformed the threat landscape



AI Powered Attack Chain



AI Powered Multi-Persona Phishing Attacks

Coordinated social engineering technique where one threat actor operates multiple false identities

Five Common Personas



Reconnaissance

Reporting Structure

Roles and Relationships

Social Media Details

Email Formats



Persona Construction

Spoofed Email Addresses

Cloned LinkedIn Profiles

Synthetic Voice/Video



Coordinated Contact

Sequential Contact

Parallel Contact

Reinforcing Messages



Exploitation

Transferring Funds

Sharing Credentials

Granting System Access

Approving Fraudulent Actions



Government / Regulator

Impersonates government for fear-based compliance



Bank / Vendor

Mimics trusted institution for financial fraud



Executive / CEO

Spoofs executive for urgent wire transfers



IT / Help Desk

Harvests credentials through fake support



Colleague / Peer

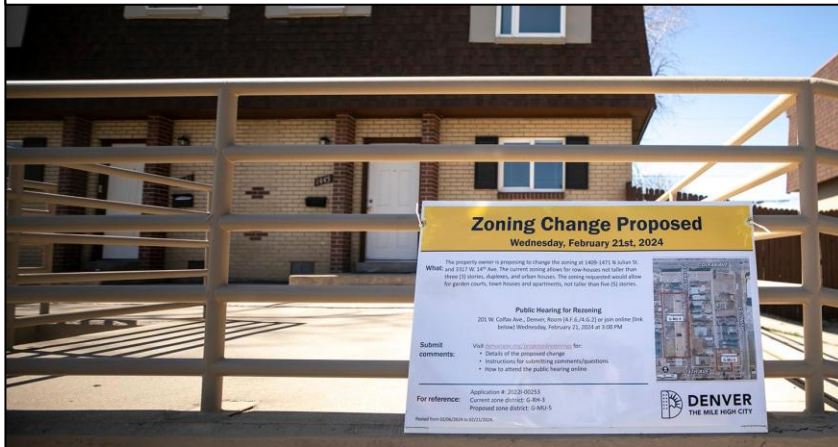
Exploits lateral trust for data access

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County Services Remain a Top Impersonation & Phishing Target

The latest cyberscam targets Denver's developers

"Nigerian princes" are out. Rezoning scams are in.



“Cybercriminals are becoming increasingly sophisticated, using highly personalized tactics to exploit trust”

Merlin Namuth, Denver CISO



“Gathering authentic logos, images, stealing pictures from the website to build false PDFs or false documents to trick and entice the user into believing that it’s real”

Javier Baca, Pima County IT director.

Abuse of Legitimate Services is a Top County Concern

County Services

countyservices.gov / pay-fees

Pay Utility Bill

Secure online payment portal

ACCOUNT NUMBER

PAYMENT AMOUNT

\$2.00

Submit Payment

RECENT ATTEMPTS

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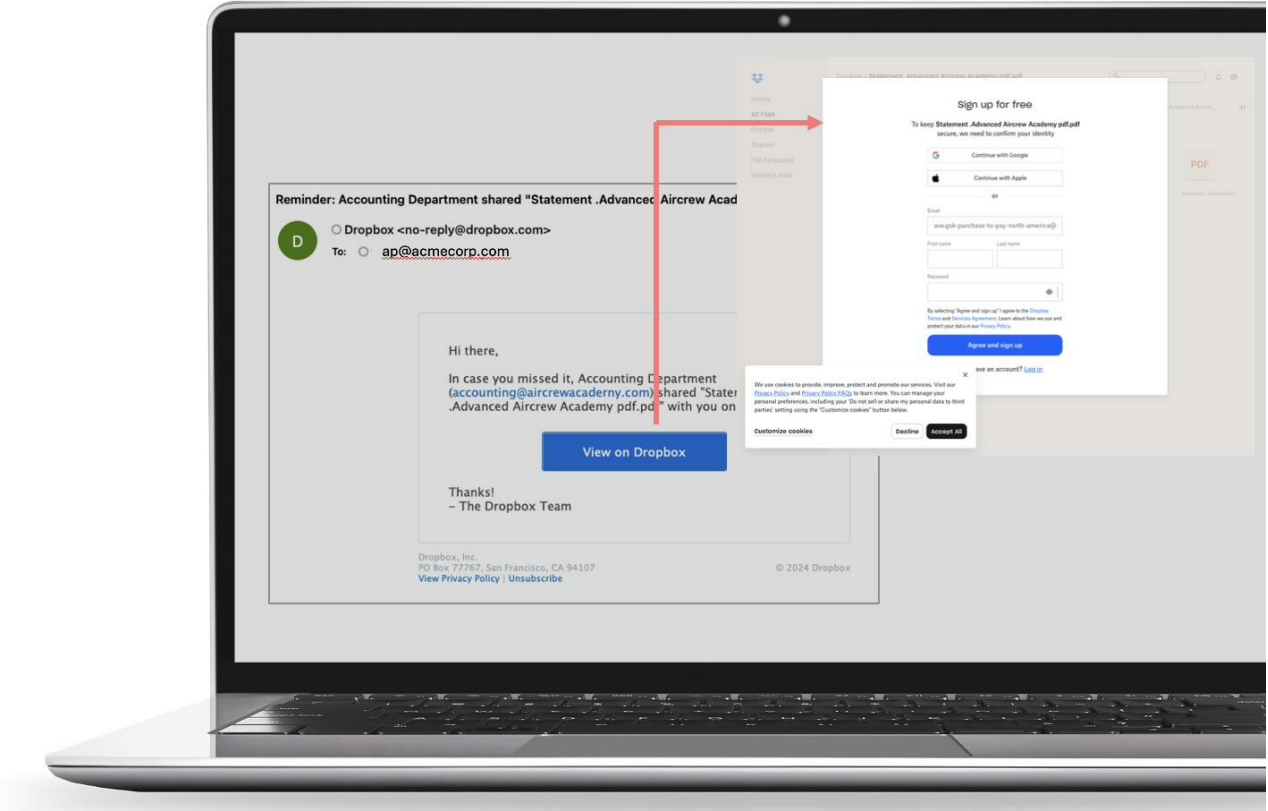
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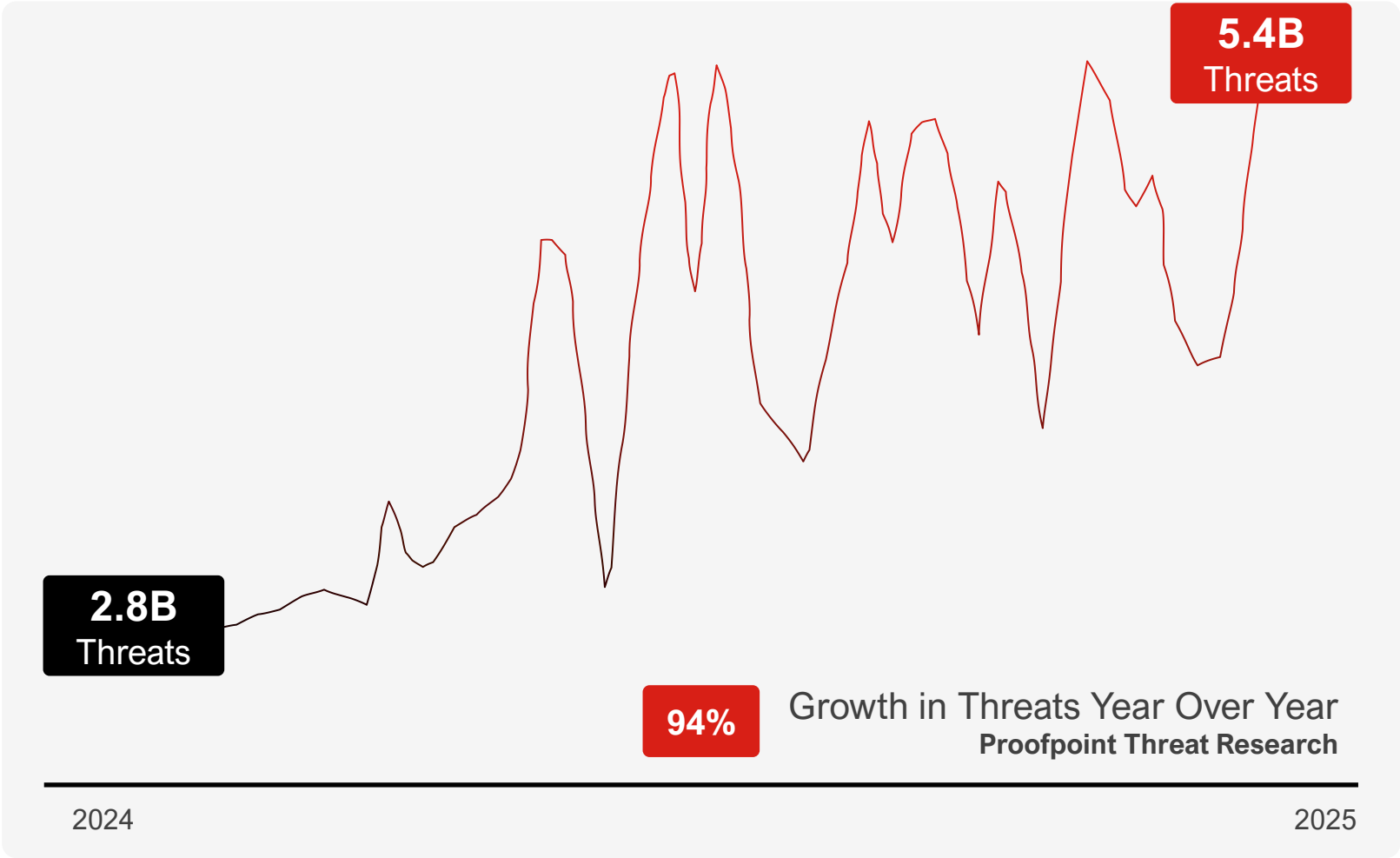
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3rd Party Services



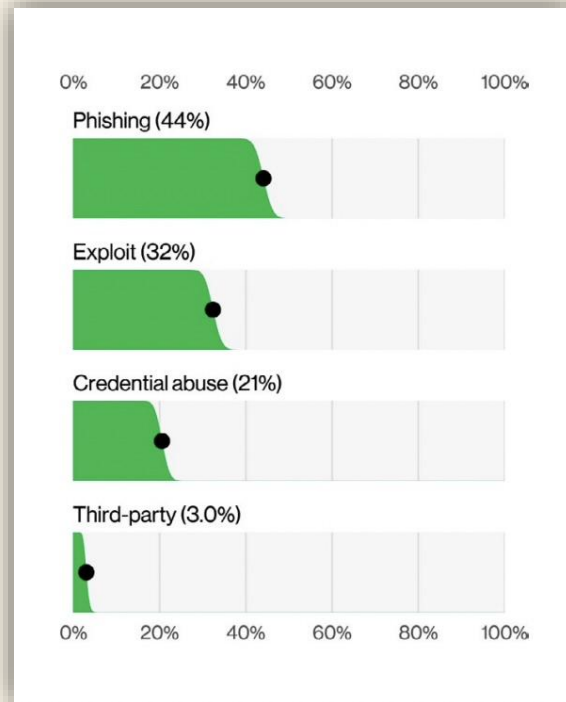
Generative AI Assisted Email Threats



Verizon Report on Data Breaches

Defensive postures need to keep pace with faster, more adaptive execution

*Generative AI-assisted techniques
categorized as initial access methods*



2X Email Threats

The increased use of AI-assisted text in malicious emails had doubled in relation to the previous years.

Impact not overwhelming, comparatively

Phishing as an initial access vector has barely moved over the past few years (DBIR Incident dataset)

Defenders must adapt

Defensive postures don't need to be reinvented today, but they do need to keep pace with faster, more adaptive execution.



The rapid evolution and sophistication of attacks is real.

**The data supporting this trend can be used it to
support investment in people, process & technology**