



**Introducing  
ACG NJ's "HACKED! What You Need to Know" Speaker**

*An Interview with*  
**Matthew Finlay**  
**Managing Director**  
**Finlay Parker Holdings LLC**

*Conducted by Sally Glick, President, ACG New Jersey  
Principal of the Firm and Chief Growth Strategist, Sobel & Co.*



Matt Finlay was at home at 8:00PM one evening when he received a text from a stranger demanding bitcoin in exchange for the release of data stolen from his company. The meeting with his IT consultant the next morning was chilling. Learning that all their critical corporate information, including passwords, had been compromised threw the entire organization into a tailspin. First facing the threat of losing their data, then having it released onto the dark web for sale, the management team reached out to their attorneys and to the FBI. What ensued was a month-long nightmare, a complete disruption of company business and constant concern about the effects on limited partners. When the Secret Service showed up unannounced two weeks later to say they'd independently discovered the hacking, it became clear that the problem was worse than anyone knew.

Two years later they faced another, possibly related, breach when the company controller received a craftily drafted email from what appeared to be a limited partner changing wire instructions in advance of a scheduled distribution. The controller followed the email directive and transferred a substantial amount of money to the new account, which turned out to be hacked. The mistake went undiscovered as the controller left for a three-week cruise the next day.

Join us at the Association for Corporate Growth NJ program on Wednesday evening, May 15, to learn more about the cost of time and money when an unsuspecting legitimate company is attacked by perpetrators - who are most often located in Eastern Europe and difficult to identify or capture.

Matt will fill in all the blanks for us as he relates this frightening story and he will also share the critical lessons learned as a result of this horrific encounter. With a new emphasis on vigilance, Matt and his colleagues learned the hard way about the importance of following the procedures that can help to minimize data exposure and mitigate the extraordinary loss that can occur. From moving data storage offsite to the Microsoft 'cloud' to observing rules regarding changing passwords regularly and using a double authentication process, they know they will be in a much stronger position to ward off similar dangerous situations.

**ACG NJ Morris Event**  
**"HACKED! What You Need to Know"**  
Wednesday, May 15, 2019  
6:00 PM - 9:00 PM  
The Hyatt Regency, Morristown, NJ

**[Register Today](#)**