

CHERI CARR

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BUILDING BEST-IN-CLASS DFIR TEAMS THAT CONSISTENTLY 'GET IT RIGHT'

Empathetic cybersecurity executive with a unique blend of hands-on technical expertise, leadership experience, and business acumen. Known for high standards, low ego, and calm leadership under pressure. Exceptionally skilled at bridging the gap between technical, legal, and executive teams to align priorities and achieve business objectives.

KEY ACHIEVEMENTS:

- ⇒ Founding member of the AF and DoD Computer Forensics Laboratories
- ⇒ Expanded Stroz Friedberg's corporate footprint by building out the forensic laboratory in the new Dallas office and developing it into the firm's Center of Excellence for Incident Response investigations
- ⇒ Designed and executed a plan to consolidate IT resources from 4 disparate entities across 6 countries into one cohesive IT presence for the new combined Sally Europe
- ⇒ Overhauled DBA team at Sally Beauty for a largely outsourced model that was nearly cost neutral and, within weeks, flipped the store operations team's experience from having inoperable systems due to DB failures on a daily or weekly basis to systems that almost never went down
- ⇒ On several occasions following expert testimony, approached by opposing legal counsel about working for them in the future – the ultimate compliment

STRENGTHS & COMPETENCIES

Digital Forensics
Incident Response
Incident Management
Cybersecurity

Investigations
Expert Testimony
Evidence Handling
Chain of Custody

DFIR Program Leadership
Stakeholder Communication
Cyber Risk & Compliance
Security Operations

EXECUTIVE EXPERIENCE

Aspen Forensics, LLC, July 2024 to present
Owner and Principal Consultant

Manages all aspects of the business and performs digital forensic collections and analyses in a variety of civil matters. Provides expert testimony as a digital forensics SME in high-stakes investigations.

SECUREWORKS, July 2022 to September 2023
Vice President of Cyber Threat Unit (CTU) Security Consulting / Resilience

Led and provided operational oversight to Secureworks' global Security Consulting team of **175 teammates** specializing in Incident Response, Incident Readiness, Adversarial Testing, GRC, and various run-the-business functions. Resolved inherited financial inefficiencies by distinguishing essential from non-essential costs and channeling savings back into the business. Developed business unit strategy and managed budgets for ~50M line of business in FY24.

STROZ FRIEDBERG, an Aon Company, December 2018 to July 2022

Managing Director, DFIR Practice Leader

Chief Information Security Officer (interim), Aon Cyber Solutions

Oversaw **150-person DFIR team** across North America. Led complex cybercrime incidents involving significant breaches of confidential information, including personally identifiable and payment card information, and conducted traditional digital forensic investigations. Provided expert testimony as a digital forensics SME in high-profile, high-stakes investigations.

- Developed and oversaw workflow processes from intake to closure for investigations involving cyber insurance.
- Delivered high breach coach satisfaction through effective team leadership, timely responsiveness, and strict budget control. Healthy relationships with breach coaches were paramount as they controlled the flow of cyber insurance work and that revenue channel was significant.
- Furthered brand awareness efforts through meeting with market researchers, participating in panel discussions, and writing thought leadership pieces.
- Firmwide PCI expert, leading or consulting on nearly every high-profile PCI data breach for the firm during my tenure and often contacted directly by leading law firms for guidance related to technical PCI issues.
- Participated in business development efforts to bridge the gap between the client and legal teams.
- As **Cyber Solutions CISO**, connected Cyber Solutions with Aon IT Security. Advocated for process improvements and policy exceptions to meet client and business needs in a high-stakes cyber environment.

SALLY BEAUTY HOLDINGS, November 2016 to April 2018

International CIO

Chief Information Officer (interim)

Chief Technology Officer and VP, Enterprise Technology

As International CIO:

- Spearheaded all aspects of IT and IT Security operations across **9 countries** on **3 continents**.
- Defined and developed technology roadmaps, collaborating with business leaders to align to strategic business objectives, managing resources, establishing a robust governance model, and driving company cultural values.
- Designed and executed a plan to consolidate IT support from **4 disparate entities** within the UK and continental Europe with vastly different technologies and processes into **one IT presence for Sally Europe**, including working closely with business partners to rationalize and prioritize planned project work for the current fiscal year to meet business objectives and deliver on projected savings across the business.

As CTO:

- Assessed and stabilized the IT department to mitigate operational risk leading up to the strategic exit of the incumbent CIO.
- Collaborated to identify several opportunities for cost savings and operational improvements, including completely rethinking the team model used to maintain critical databases from a primarily in-house DBA team to outside vendor. The change was nearly **cost neutral**, and our **store operations leaders were thrilled** because, within weeks, we flipped the store operations team's experience from having inoperable systems due to DB failures on a daily or weekly basis to systems that almost never went down.

- Stabilized the company's IT infrastructure as **interim CIO** while the search was underway for a permanent replacement and transitioned to International CIO once that person, along with his team, was onboarded.

STROZ FRIEDBERG, March 2005 to October 2016

Managing Director, Incident Response / Cyber Resilience

Managed staff in Stroz Friedberg's global Incident Response unit (later Cyber Resilience) and built out and provided oversight of the firm's digital forensics lab in its new (2008) office in Dallas, Texas. Responded to cybercrime incidents involving significant breaches of confidential information, including personally identifiable information and payment card information, and led efforts to investigate and remediate malicious content and attacker files from the victim's environment. Provided expert testimony as a digital forensics SME in high-stakes investigations.

- Hired and trained all forensics lab personnel.
- Grew the Dallas lab to become the **IR Center of Excellence** for Stroz Friedberg.
- Maintained relationships with local FBI and Secret Service agents, including regularly sharing TTPs cleansed of any client identifying information. These relationships became critically important when our clients who were victims of cybercrime decided to make a report to law enforcement.
- Established the firm's **first summer internship program** in partnership with Talent Acquisition, creating a pipeline of junior DFIR talent that directly impacted the forensic practice and supported organizational growth. That program evolved and continues today as Stroz Friedberg's Cyber Associate program where many aspiring forensic analysts and cybersecurity professionals have launched their careers.

PRIOR EXPERIENCE

VERIDICUS SOFTWARE - Owner and Principal Consultant

KPMG, LLP - Manager, Forensic Technology Services

NASA OFFICE OF INSPECTOR GENERAL - Forensic Lab Chief and Technical Investigator, Computer Crime Division

AIR FORCE OFFICE OF SPECIAL INVESTIGATIONS - Technical Monitoring Team Member

AIR FORCE COMPUTER FORENSICS LABORATORY/DOD COMPUTER FORENSICS LABORATORY – Media Analysis Technician

EDUCATION

Bachelor of Science (BS) in Computer Information Systems, Strayer University

Associate of Applied Science (AAS) Computer Science Technology, Community College of the Air Force

TESTIMONY

October 2021: Testimony via signed declaration in a mediation regarding analysis around impacted customers following a PCI data breach, *In RE: Herff Jones Data Breach Litigation*, in the District Court for the Southern District of Indiana, Indianapolis Division.

August 2020: Testimony via affidavit regarding forensic artifacts relating to actions taken by several former employees of Camillo Properties in the days and weeks prior to their departure, *Camillo Properties, LTD. v. B2R Builders, LLC, John Harcrow, et al.* in the District Court of Harris County, Texas, 11th Judicial District.

July 2020: Testimony via signed declaration regarding the contents of the report from the PCI Forensic Investigator and the appropriateness of findings of non-compliance with respect to the PCI Data Security Standard, *Paymentech, LLC & JPMorgan Chase Bank, N.A. v. Landry's, Inc., Visa Inc. and Mastercard International Inc.*, in the Southern District of Texas, Houston Division.

September 2015: Testimony via signed declaration regarding the process by which certain files were provided to Stroz Friedberg and certain metadata associated with those files, *Ultratec, Inc. and CapTel, Inc. v. Sorenson Communications, Inc. and Captioncall, LLC*, in the Western District of Wisconsin.

August 2015: Testimony in a deposition as a digital forensic expert regarding attached USB devices, files accessed from those devices, and mass deletion/wiping activity, *Coutinho & Ferrostaal, Incorporated v. Milton Wayne Pickle and Steelcom Pipe International, LLC*, in the 11th Judicial District Court of Harris County, Texas.

January 2015: Testimony in a deposition as a digital forensic expert regarding deletion activity and attached USB devices with respect to two servers, *InfoSpan, Inc., v. Emirates NBD Bank PJSC*, in the Central District of California, Southern Division.

January 2015: Testimony via signed declaration regarding records provided to the government in connection with a federal grand jury investigation in the Eastern District of Texas.

August 2014: Testimony via signed declaration regarding the searching of Electronically Stored Information on back-up tapes, *InfoSpan, Inc., v. Emirates NBD Bank PJSC*, in the Central District of California, Southern Division.

May 2013: Testimony at a temporary injunction hearing regarding the forensic analysis of files containing source code and lack of forensic evidence offered by Plaintiff's expert to substantiate their claims of theft of trade secrets, *Buxton Company, v. David Cavin, Cameron Steele, and Intalytics, Inc.*, in the District Court of Tarrant County, Texas, 342nd Judicial District.

May 2013: Testimony in a deposition regarding the forensic analysis of files containing source code and lack of forensic evidence offered by Plaintiff's expert to substantiate their claims of theft of trade secrets, *Buxton Company, v. David Cavin, Cameron Steele, and Intalytics, Inc.*, in the District Court of Tarrant County, Texas, 342nd Judicial District.

May 2013: Testimony via declaration regarding the location and creation date of a key policy document in an employment dispute in anticipation of litigation in the District Court of Tarrant County, Texas.

February 2013: Testimony via affidavit regarding the forensic preservation and keyword searching of devices produced by one of the defendants to identify documents containing source code specific to Plaintiff's software application, *Buxton Company, v. David Cavin, Cameron Steele, and Intalytics, Inc.*, in the District Court of Tarrant County, Texas, 342nd Judicial District.

December 2012: Testimony via affidavit regarding the significance of metadata included in Defendant's document productions, *Varian Medical Systems, Inc., a Delaware corporation, v. Janice Kenoyer, an individual, Elekta Inc., et al.* in the District Court of Ellis County, Texas, 40th Judicial District.

November 2012: Testimony in a deposition regarding the 2011 investigation into the cause of failure for routine upgrade attempts of BNSF's SAP component systems and the results of forensic analysis and log review demonstrating that the failed upgrade attempts were the result of sabotage in a case involving abuse of authorized access, *The BNSF Railway Company v. Optimal Solutions Integration, Inc.* in the District Court of Tarrant County, Texas, 352nd Judicial District.

September 2012: Testimony via affidavit regarding the processes and procedures used by Stroz Friedberg to preserve electronic data sources, *Varian Medical Systems, Inc., a Delaware corporation, v. Janice Kenoyer, an individual, Elekta Inc., et al.* in the District Court of Ellis County, Texas, 40th Judicial District.

March 2012: Testimony via signed declaration regarding the significance of Plaintiff's Motion to Compel Production and an explanation of the alternative protocol proposed by one of the Defendants, *Frisco Medical Center, LLP d/b/a Baylor Medical Center at Frisco, vs. Cynthia A. Bledsoe, Michael R. Bledsoe, Forest Park Medical Center at Frisco, LLC, and Alan R. Willis* in the Eastern District of Texas, Sherman Division.

October 2011: Testimony as a digital forensic expert regarding attached external devices, file movements, and files opened by the user in a case involving theft of intellectual property and unjust enrichment claims, *NCI Building Systems, Inc., v. Kelly R. Ginn, et al.* in the District Court of Harris County, Texas, 11th Judicial District.

August / September 2011: Testimony via deposition regarding attached external devices, file movements, and files opened by the user in a case involving theft of intellectual property and unjust enrichment claims, *NCI Building Systems, Inc., v. Kelly R. Ginn, et al.* in the District Court of Harris County, Texas, 11th Judicial District.

July 2011: Testimony via affidavit regarding attached external devices, file movements, and files opened by the user in a case involving theft of intellectual property and unjust enrichment claims, *NCI Building Systems, Inc., v. Kelly R. Ginn, et al.* in the District Court of Harris County, Texas, 11th Judicial District.

April 2010: Testimony via signed declaration regarding production formats and limitations in a FINRA arbitration involving contentious eDiscovery issues, *Empire Financial Group, Inc., v. Penson Financial Services, Inc., et al.*

January / February / March / April 2010: Testimony in a FINRA arbitration involving contentious eDiscovery issues regarding representations made by opposing counsel about their client's repositories of ESI and ingestion of historical data into newer repositories, *Empire Financial Group, Inc., v. Penson Financial Services, Inc., et al.*

January 2010: Testimony via signed declaration regarding the chronology of events while onsite, estimated time and costs, and general forensic best practices in a case involving misappropriation and spoliation issues, *GEEP Texas LLC and Techway Services, Inc., v. Darik Horn, et al.* in the District Court for the Eastern District of Texas, Sherman Division.

January 2010: Testimony via signed declaration regarding representations made by opposing counsel about their client's repositories of ESI and ingestion of historical data into newer repositories in a FINRA arbitration involving contentious eDiscovery issues, *Empire Financial Group, Inc., v. Penson Financial Services, Inc., et al.*

November 2009: Testimony in a Motion for Show Cause hearing as a digital forensic expert regarding file system, embedded metadata, and forensic best practices in a case involving document authentication and spoliation issues, *Jacque Oil & Gas Limited, et al. v. Wagner Oil Company, et al.* in the District Court of Tarrant County, Texas, 48th Judicial District.

October 2009: Testimony in a deposition as a digital forensic expert regarding file system, embedded metadata, and forensic best practices in a case involving document authentication and spoliation issues, *Jacque Oil & Gas Limited, et al. v. Wagner Oil Company, et al.* in the District Court of Tarrant County, Texas, 48th Judicial District.

August 2009: Testimony via affidavit as a digital forensic expert regarding file system, embedded metadata, and forensic best practices in a case involving document authentication and spoliation issues, *Jacque Oil & Gas Limited, et al. v. Wagner Oil Company, et al.* in the District Court of Tarrant County, Texas, 48th Judicial District.

June 2009: Testimony via affidavit regarding estimated costs and proposed methodology for addressing data stored on backup tapes in a case involving contentious electronic discovery, *Securities and Exchange Commission v. Douglas J. Bartek and Nancy A. Richardson* in the District Court for the Northern District of Texas, Dallas Division.

June 2006: Sealed testimony as a digital forensic expert in a confidential arbitration involving creation dates of two files according to their embedded metadata in an options backdating matter (Massachusetts).

1998: Testimony as the Government's computer forensic expert in a court-martial proceeding regarding defendant's possession and trafficking of child pornography via Internet Relay Chat (IRC) channels, *U.S. Air Force v. SrA Gino Gallo*.