



# VICEROY NORTHWEST INSTITUTE FOR CYBERSECURITY EDUCATION AND RESEARCH



CySER Virtual Seminar

**Jaime Rojas**  
Experian

***The Importance of Creating a Physical and Digital Identity Strategy to Combat Fraud***

**Nov. 19, 2024, 12:10 – 1 PM Pacific**

Team Link: [Click here to join the meeting](#)

Meeting ID: 263 411 136 332 | Passcode: SAcU5y

Call in (audio only) +1 509-498-6399 | Phone Conference ID: 684 475 852#

## Abstract:

Learn how to create a digital strategy around digital and physical identity as part of your digital transformation and customer experience. The strategy aims to combat Identity information theft to protect consumers, by routing out fraudsters who hide behind a VPN, use compromised devices, or perform a massive bot attack.

## Bio:

Jaime is a former CIO with over 30 years of experience. He has helped global customers with their digital strategies, digital business transformation, and customer experience with Fraud and Identity, AML Financial Crime Compliance, and Cybersecurity. He has worked in a variety of industries including Financial Services, Fintech, E-commerce, Marketplaces, Payment, Public Sector, and IT. He gained much experience by working for Experian, Socure, LexisNexis Risk Solutions - ThreatMetrix, ORACLE, ChileCompra, and Falabella to name a few.



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