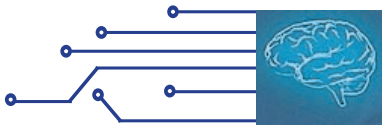


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TOP CYBER/ARTIFICIAL INTELLIGENCE LAWYERS 2018



Michael A. Gold

Jeffer Mangels Butler & Mitchell LLP
Los Angeles

Practice: Corporate and alternative entity governance and control matters

Specialties: Cybersecurity, privacy, information governance

in front rather than a spokesman to discuss the breach.

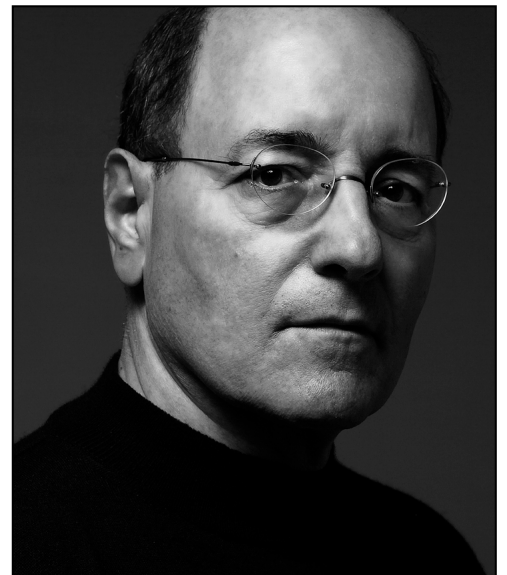
Gold said it all comes down to preparation, especially those who are less disadvantaged, because, as he puts it, hackers will always try to find a way to break in.

Sometimes there's a disconnect between the technology arm of an organization and the executive staff, so Gold said he often finds himself playing the role of a Rosetta Stone.

"What I'll wind up doing in that situation is I will develop a presentation to the ultimate business decision makers that addresses the organization's cyber threats that the people in charge believe the organization has to deal with," Gold said. "Then I'll get into the organization's cyber risks and I'll summarize the urgency and needs associated with that. At that point, we can talk about options."

Part of that discussion could entail rolling out new security measures all at once or over the course of several years, but the wrong question is whether a company will be completely safe.

"The answer is, 'No, you won't be safe,'" Gold said. "The right question is: If we spend this, will we have an effective structure? Will we be able to



as a result improve our security profile such as we will be able to address emerging trends?"

Some of the major names Gold has helped implement a governance structure include the Los Angeles Lakers and medical device manufacturer Pulse Health LLC.

Gold said he views his field as a reactionary one to the evolution of hackers. But the demand for such specialized lawyers will continue to grow in the near future, he added, especially as more small businesses look into cybersecurity.

— Arin Mikailian

A large part of Gold's job is preparing a company and its image in the face of a possible hack or data breach.

Gold, who's chair of the cybersecurity and privacy group of Jeffer Mangels Butler & Mitchell LLP, said he implements what he calls a "governance structure."

"In a breach response there's going to be a narrative of some kind," he said. "The narrative is going to be created by you or the outside world, like the media."

So that could mean, for example, getting a chief executive officer out