

*“Security is always excessive until it's not enough.”*

**“Sony’s Security Breach May Be the Biggest Personal Data Heist in History” -CNN**

**“GE Money Loses 650,000 Customers' Personal Information” -Newsweek**

**“44% of Fortune 100s Have Suffered a Security Breach in the Past 5 Years” –WSJ**

May 24, 2011

Mr. Edmond P. Haas, Chief Information Security Officer  
Ford Motor Company  
1 American Road  
Dearborn, MI 48126-2798

**RE:** Global IS Security Architect opening

Dear Mr. Haas:

Systemic failures like these should never happen. Not to Sony, not to GE, not to the nearly half of all Fortune 100 companies, and certainly not to Ford Motor Company. With the right systems in place and proper governance and protocols, catastrophic failures like these are avoidable.

But avoiding disaster takes expertise, experience, and leadership to create the secure information environment that is critical to your customers, your brand, and ultimately your stock value. Developing secure global information exchange environments is what I have done for the past 12 years, and my work has paid dividends for two of the top-25 Fortune 100 companies:

- ❖ **Delivered** GM’s first fully integrated global information security architecture in 2007 closing security gaps across all global assets and eliminating every security risk incident worldwide. *Incurring 14 incidents in the 18 months prior to implementation, zero since.*
- ❖ **Built** GM’s Corporate Information Security and Asset Protection programs successfully identifying and replacing 24 high-risk assets. *Incurring zero asset risk incidents since 2005.*
- ❖ **Architected** the world’s largest enterprise-managed personal firewall solution protecting communications between Proctor & Gamble’s 100,000 employees and its 40,000 global business partners. *Incurring zero VPN risk incidents since 2001.*

No company is ever 100% secure: hackers hack and employees make mistakes, but the systems themselves should never fail. You never saw GM and Proctor & Gamble grab meltdown headlines, and I can architect the systems that help Ford steer clear of the headlines, too.

**Your customers and stockholders rely on the integrity of your information systems. Together, let’s never let them down.**

I will call you the first week in June to discuss the position, my value to Ford, and hopefully arrange an interview. I’m right here in Detroit and available any day to meet.

Sincerely,

Nathan McDaniels, CISSP,CISM  
Enclosure

With Nathan's cover letter, I set out to create a mental image in the Chief Information Security Officer's (CISO) mind of the impact that negative press could have on Ford's brand, customer confidence, and stock value. I immediately juxtaposed that negative image with the fact that Nathan has been helping Fortune 100 companies avoid information security meltdowns and that exact kind of negative press for the past 12 years.

I also set out to show that Nathan is the kind of team player who feels a personal commitment to securing vital information and someone the Ford CISO can rely on to meet customer obligations and never let Ford stakeholders down ("Together, let's never let them down.")

I rounded out the presentation with a strong call to action and made certain that the CISO knew that Nathan is located right there in Detroit (no relocation costs) and available anytime.