



**winmark**

**Deep Tech  
Leadership  
Certificate**



## Business Leaders

Even today's more digitally savvy business leaders are finding that their knowledge of technology must go beyond the fundamentals.

Nontechnical executives may not need to know the specifics of programming or network engineering, but it is critical for them to know what applications to deploy to grow their businesses.

## Tech Leaders

The best CIO plays an active role in educating other leaders about technologies and their applications for the business.

Source: McKinsey & Company, New York, Dec 2022

McKinsey  
& Company

# Contents

- **Deep Tech Leadership Certificate**
- **Masterclasses**
  - Cyber Security
  - Data Leadership
  - AI Strategies & Applications in Business
  - Blockchain & Metaverse
- **Joining the Deep Tech leaders**

# Deep Tech Leadership Certificate (DTLC)

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The Deep Tech Leadership Certificate is designed to bring Board Directors and C-Suite Executives up to date in the key Deep Tech competencies of our time. This will enable them to:

- Ensure their organisations keep pace with technology
- Understand the impact of Deep Tech on their role and business model
- Understand the risks, opportunities and challenges Deep Tech presents
- Engage in Deep Tech conversations and development
- Give advice and feedback to Deep Tech and technology leaders
- Build Deep Tech capacity and strength
- Enjoy being involved in the cutting edge of business development

# The New Techade

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This is the technology decade (Techade) and those that do not engage will be left behind and become commercially redundant. Understanding Deep Tech in the boardroom is of equal importance to the profit and loss and the key areas to master are covered by the below four masterclasses:

1. Cyber Security Masterclass
2. Data Leadership Masterclass
3. AI Strategies & Applications in Business Masterclass
4. Blockchain & Metaverse Masterclass

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# Cyber Security Masterclass



# Agenda & Contents

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## Threat & Risk Overview

- Recent Incidents
- Recent research
- Business Impact
- Mitigating Financial Risk
- Monoculture risk

## Threat Intelligence

- Exploring the uses of Cyber-threat Intelligence
- Tailor-made cybersecurity

## Real-World Security

- Learnings from the front line
- Cyber attacks as they unfold
- Business reasons to outsource

## Working together

- ESET Sponsorship of Winmark CEO Network

*“including an overview of recent ESET research publications”*



# Tony Anscombe – Your Trainer

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**Tony Anscombe**  
[tony.anscombe@eset.com](mailto:tony.anscombe@eset.com)

Tony Anscombe is the Chief Security Evangelist for ESET. With 25+ years of security industry experience, Anscombe is an established author, blogger and speaker on the current threat landscape, security technologies and products, data protection, privacy and trust, and Internet safety. His speaking portfolio includes industry conferences RSA, Black Hat, Sector, VB, CTIA, MEF and the Child Internet Safety Summit (CIS). He is regularly quoted in cybersecurity, technology and business media, including BBC, Dark Reading, the Guardian, the New York Times and USA Today, with broadcast appearances on Bloomberg, BBC, CTV, and CBS. Anscombe has previously served on the board of the NCA, FOSI and MEF.

# Raj Kapoor - Speaker

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## Introduction



**Raj Kapoor**  
[raj.kapoor@eset.com](mailto:raj.kapoor@eset.com)

Raj is a seasoned Cyber Security Engineer with a dynamic background in military service and the private sector. His extensive experience includes implementing advanced security measures to protect critical infrastructure and sensitive data. Raj's military service, marked by multiple overseas tours, honed his skills in high-pressure environments and laid a solid foundation in security protocols and threat assessment.

In the telecommunications sector, he successfully implemented lawful interception technologies for Tier 1 providers, ensuring compliance and robust security.

As a multi-domain Threat Intelligence Analyst, Raj has a deep understanding of the cyber threat landscape, excelling in analysing and mitigating risks. His passions include malware reverse engineering and development, as well as penetration testing, where he is dedicated to identifying and addressing system vulnerabilities. Committed to staying at the forefront of cyber security advancements, Raj continuously expands his knowledge and skills to combat evolving threats.

# Darren Roberts - Speaker

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## Introduction



**Darren Roberts**

[darren.roberts@eset.com](mailto:darren.roberts@eset.com)

Darren Roberts is a seasoned Sales Engineer at ESET, bringing over a decade of experience in the cybersecurity sector. In his role, Darren excels at developing and nurturing technical relationships with businesses, providing invaluable product demonstrations, training, and sharing his extensive knowledge gained throughout his career.

Since joining ESET ten years ago, Darren has been instrumental in helping clients understand and leverage advanced cybersecurity solutions from ESET to protect their organisations from evolving threats. His dedication to delivering exceptional pre and post-sale service and his ability to communicate complex technical concepts in an accessible manner have earned him a reputation as a trusted advisor in the industry.

# Data Leadership Masterclass



# Agenda & Contents

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## Data Fundamentals

- Types of Data
- Data Storage
- Data Quality
- Intangible Assets
- Open Data
- Data & Models

## Data Analysis

- Nature of the data
- Data analysis path
- Data distributions
- Data Modelling
- Analysis Models
- Big Data
- Primacy of strategy

## Ethics, Legal, Protection

- Bias
- Data ethics
- Legal (inc. requirements and surveillance)
- Data Protection (inc. theft and hijacking)

## The Data Function

- Data is not IT
- Data Science
- Chief Data Officer
- Data management
- A Data Driven Business



# Dominick Sutton – Your Trainer

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MSc – University of Glasgow

MBA – Open University

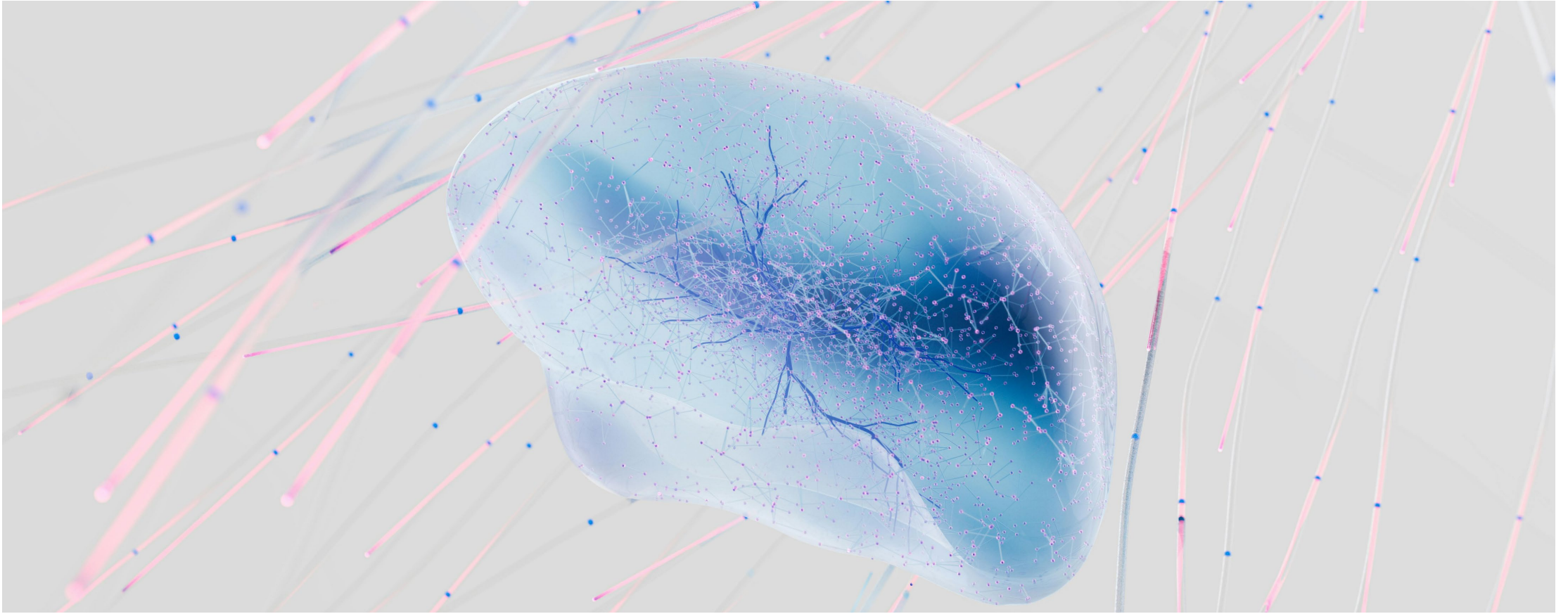
MCom – UNISA

Hons BSc – Open University

Hons BCom – UNISA

|           |                                           |
|-----------|-------------------------------------------|
| 2022-     | Doctoral Candidate, University of Glasgow |
| 2019-2021 | Chief Data Officer, BoardEx               |
| 2015-2019 | Chief Data Officer, The Deal              |
| 2003-2015 | Managing Director: Content, BoardEx       |
| 2000-2002 | Head of Economics & Research, Investec    |
| 1996-2000 | Chief Economist, Gandon Capital Markets   |
| 1994-1995 | Senior Economist, Gandon Securities       |
| 1992-1993 | Senior International Economist, ABSA      |

# AI Strategies & Applications in Business



# Agenda & Contents

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## Introduction to AI

Intros  
Why now?  
What is AI, and what it isn't?  
The AI Capability Framework

## AI in Business

Use Cases and Demos  
Narrow AI  
Generative AI

## AI Ethics

The risks and ethics of AI  
Narrow AI  
Generative AI

## Next Steps

How to Start your AI Journey  
Where Next for AI?  
Q&A

# Andrew Burgess – Your Trainer

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## Introduction



**Andrew Burgess**

M +44 (0) 7770 211 121  
E [andrew@thegreenhouse.ai](mailto:andrew@thegreenhouse.ai)

Andrew has worked as an advisor to C-level executives in Technology for the past 30 years. He is considered a thought-leader and practitioner in Artificial Intelligence and is regularly invited to speak at conferences on the subject.

He is the author of 'The Executive Guide to Artificial Intelligence (Palgrave MacMillan, 2017/2024).

He is Visiting Senior Fellow in AI and RPA at Loughborough University and Expert-In-Residence for AI at Imperial College's Enterprise Lab. He is Strategic AI Advisor to the Natural History Museum in London, and a member of the AI Committee at the British Standards Institute.

Andrew founded and runs Greenhouse Intelligence Ltd, an AI advisory firm with a strong focus on AI-for-Good. He is a prolific writer on the 'future of work' both in his popular newsletter and in industry magazines and blogs.

# Blockchain & Metaverse





# Agenda & Contents

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## Blockchain Intro Pt 1

Historical  
Evolution of Cash  
and  
payment systems  
  
The inception of  
blockchain  
  
Do you need  
blockchain?

## Blockchain Intro Pt 2

Transactions  
& Applications  
  
Types of  
blockchain  
  
Security concerns  
  
Blockchain  
startups  
  
Crypto exchanges

## Metaverse

What is the  
Metaverse?  
  
Popular  
Metaverse  
projects  
  
Digital Real-estate  
Projects

## CBCD & Tokenomics

What are Central  
Bank Digital  
Currency (CBCD)  
  
Tokenomics &  
Auditing

# Dr Stylianos Kampakis – Your Trainer

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PHd - UCL

MSc – University of Edinburgh

Diploma – University of Cambridge

MSc - Aristotle University of Thessaloniki (AUTH)

BSc - Aristotle University of Thessaloniki (AUTH)

BSc – The Open University

Diploma – The Open University

2018-Present CEO, The Tesseract Academy

2020-Present Data Science Advisor, LBS

2017-Present Research Associate, UCL Centre for Blockchain Technologies (CBT)

2018-Present Chief Data Scientist & Head of Tokenomics, Electi Consulting

2020-2021 Chief Data Scientist, Withinu

2015-2020 Data Scientist, Brandtix™

2012-2015 Data Scientist, DANOPT

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# The Deep Tech Leadership Certificate Faculty

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**Tony Anscombe**  
Cyber Security



**Dominick Sutton**  
Data Leadership



**Andrew Burgess**  
AI Strategies &  
Applications in Business



**Dr Stylianos Kampakis**  
Blockchain & Metaverse

# Time & Dates

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DLTC Masterclasses are scheduled as 3.5hr half-day sessions, running from 09:00-12:30 GMT

- |                                         |   |                                          |
|-----------------------------------------|---|------------------------------------------|
| Friday, 28 <sup>th</sup> February 2025  | - | Cyber Security                           |
| Wednesday, 2 <sup>nd</sup> April 2025   | - | Data Leadership                          |
| Friday, 11 <sup>th</sup> July 2025      | - | AI Strategies & Applications in Business |
| Wednesday, 8 <sup>th</sup> October 2025 | - | Blockchain & Metaverse                   |



# Pricing (per delegate)

| Masterclasses          | Members        | Non-Members |
|------------------------|----------------|-------------|
| One                    | Free of charge | £300        |
| Two                    | Free of charge | £550        |
| Three (Certificate)    | Free of charge | £800        |
| Four (Adv Certificate) | Free of charge | £1,000      |

*“Team pricing and in-company courses are available”*

# The Overall Offering

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Certificate

Awarded on completion of 3 of any of the 4 Masterclasses

One Free

All DTLC Masterclasses are free to every full Winmark member.

CPD

Each Masterclass is 3.5 CPD points, all four being 14 points

CV

Enhance your CV and LinkedIn profile with the Certificate

# Your Academies Contacts

## Delivery

John Jeffcock, Chief Executive Officer

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Email: [john.jeffcock@winmarkglobal.com](mailto:john.jeffcock@winmarkglobal.com)

## Enquiries

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