

Celebrate #NationalDigitalDirectorsDay With A Call For Corporate Boards To Respond To Their Amazon Moment

The Future Of Business Needs Corporate Boards To Improve Their Technology and Cybersecurity Oversight To Shape and Secure The Digital Future

EL SEGUNDO, CA, USA, October 1, 2018 /EINPresswire.com/ -- Digital Directors Network (DDN)

www.digitaldirectors.network the only association of technology and cybersecurity executives and directors working to improve corporate digital

governance has declared October 1st #NationalDigitalDirectorsDay. DDN encourages the public to show their commitment to the digital future by calling on the companies they do business with to add a Qualified Technology Expert (QTE) to their corporate board with the hashtag #NationalDigitalDirectorsDay and #QTE.



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Bob Zukis, DDN CEO

“It’s 10-01, what a perfect day for corporate boards to make sure they have the right technology and cybersecurity skills in their director ranks,” said Bob Zukis, DDN CEO who will make the announcement today at the National Association of Corporate Directors Global Leadership Summit in Washington, DC.

Zukis calls this the Amazon Moment for corporate America. “Right now the cybersecurity risks are the headlines, but this is only one side of the story. It’s been said the software is eating the world, well, it’s more like Amazon is eating the world and they are doing it through technology. Every board lives in fear of Amazon entering their industry.”

Zukis, who is also a Professor at the USC Marshall School of Business refers to this as “opportunity risk” when speaking with corporate boards. “The future of business has a digital backbone, and corporate boards need these skills to advise and guide their companies,” he adds.

Recent boardroom survey data identified risk, security and new technologies as the hardest issues corporate directors are struggling to keep on top of.

Working in the public interest, DDN is leading an effort to change the digital tone at the top of corporate America. “Cybersecurity is a public interest issue and SEC Commissioner Jackson has called it the most pressing issue in corporate governance today. As consumers we need the companies we choose to do business with to do a better job with cybersecurity, and this starts in the boardroom. We’re better than this,” Zukis added.

DDN recommends that boards add a Technology and Cybersecurity Committee to effectively

address these issues and calls for Qualified Technology Experts to serve on corporate boards.

About DDN

DDN is a boardroom engagement and education platform for directors and the only curated executive association of board qualified technology and cybersecurity experts, directors and organizations working to improve corporate digital governance. Membership is free for board ready digital and cybersecurity executives and directors.

For more information please email info@digitaldirectors.network.

Bob Zukis
Digital Directors Network
310-528-9945
[email us here](#)

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