

**Brad Deflin**  
**Founder of Total Digital Security**



Brad Deflin is the Founder of Total Digital Security, a leader in the emerging “Managed Cyber Security-as-a-Service” industry. Total Digital Security manages and mitigates all elements of cyber risk for families, professionals, and small to mid-sized businesses, including PCI, HIPAA and other regulated environments.

Brad’s extraordinary professional experience includes over 25 years of executive leadership roles in private client brokerage, banking, investment management, and trust services. From Merrill Lynch, to Lehman Brothers, Wells Fargo, and J.P. Morgan, Brad’s leadership, wisdom, and ingenuity has shaped the landscape of audit, compliance, and supervision for rigorously regulated financial environments.

Brad’s career in the financial services industry honed his expertise in operations technology, risk management, and online digital security. His leadership roles enabled him to recognize the dire need for a comprehensive and unified approach to effectively manage all elements of digital security risk. Through powerful software and cloud-based network operations, Total Digital Security provides complete online security and privacy solutions, as a service, without the need for expensive hardware and IT support.

Brad’s broad experience has a consistent focus: working and leading at the intersection of people, technology, and risk. He has led large groups and projects, pre and post Internet, toward measured adaptation, compliance, and productivity. In 2012, this distinct perspective allowed Brad to recognize a massive shift in mainstream risk, and to foresee the coming super-cycle of online crime.

Bringing his proven skills as an innovator to bear, in 2013 Brad started Total Digital Security to provide enterprise-class solutions in a comprehensive approach to anyone that wants to effectively manage all elements of digital security risk – personally, professionally, at home, in the office, and on the road.

Brad is an author and frequent speaker on the matters of online risk, cybercrime, and the emerging technology that defends and protects from what has become our #1 personal and professional risk today.

- Lehman Brothers SVP and Senior Market Manager - Florida, 1999-2008 – Responsible for Sales Compliance and Supervision for all Retail and Institutional Markets, Palm Beach FL.
- Wells Fargo – Regional Director, The Private Bank, Gold Coast Region, FL, 2008-2011 – Direct report for Private Banking, Trust Services, Investment Management, and Brokerage Divisions.
- J.P. Morgan Private Bank – Senior Banker, Palm Beach, FL 2011–2013. Led relationship teams for the Firm's largest UHNW private banking clients.
- Embry-Riddle Aeronautical University – Advisory Board member for The Department of Security Studies and International Affairs, 2016-
- NAHU – HIPAA Compliance Certified for Privacy and Information Security.
- FINRA Series 7,8,9,10, 24, and 63.
- 211 Crisis Line - Board Member and Past President.
- Palm Beach County Cultural Council – Past Board Member.
- Embry-Riddle Aeronautical University – 1981, B.S. Aviation Studies
- FAA Commercial Pilot, Flight Instructor, Multi-Engine, Instrument Rated.