



# Confectionary Giant, Perfetti Van Melle, Selects CM-Alliance to Conduct Executive Cyber Tabletop Exercise

Case Study



# About the Client

**Perfetti Van Melle Group B.V. is one of the world's largest manufacturers and distributors of confectionery and chewing gum. Its products and brands, including Mentos, Chupa Chups & Alpenliebe, are enjoyed in over 150 countries.**

Perfetti Van Melle selected Cyber Management Alliance to conduct an Executive Cyber Crisis Tabletop Exercise with a bespoke hacking demonstration. Their key objectives of the exercise were:

Equip senior leadership with the skills to make rapid, informed decisions during a cyber crisis, ensuring business continuity and minimising damage. The exercise also instilled a proactive, company-wide mindset that prioritises cybersecurity, promoting a unified front against evolving threats.

# Objectives of the Exercise

Sapan Talwar, Global CISO at Perfetti Van Melle Group B.V,  
explained the objectives behind the exercise...

“ We selected Cyber Management Alliance to conduct  
a Cyber Crisis Tabletop Exercise for the Executive, along with  
a bespoke hacking demonstration facilitated by their  
CEO & globally renowned CISO, Amar Singh. ”

**The primary objectives of the engagement were as follows:**

- Raising cybersecurity awareness in the executive leadership.
- To create a collaborative setting where Perfetti’s executives could freely discuss potential cyber-attack scenarios, understand organisational vulnerabilities, and develop mitigation strategies.
- To build an understanding of the tactics and techniques employed by cyber criminals.
- Enhancing the ability of executives to respond effectively to cyber incidents and make informed decisions under pressure.

# How CM-Alliance Enabled the Client to Achieve Their Objectives

Here are some of the ways in which CM-Alliance enabled the Client to achieve their objectives:

- Cyber Management Alliance appointed its most experienced practitioner & global CISO, Amar Singh, to plan, produce and conduct a highly interactive and non-technical Tabletop Exercise for senior leaders.
- The exercise was complemented by a bespoke hacking demonstration by the facilitator. This provided a visceral understanding of the tactics and techniques employed by cyber criminals. This practical element proved invaluable in raising awareness among Perfetti's leadership team and fostering a sense of urgency around cyber security.
- The exercise facilitator's deep understanding of cyber threats, combined with his ability to communicate complex technical concepts in a clear and concise manner, ensured that the executives were fully engaged throughout the exercise – a critical component of success for any cybersecurity drill.
- Critical technical concepts were explained and discussed in an engaging and easy-to-understand way, leading to actionable takeaways for the executive team.
- The exercise successfully highlighted the crucial role of an expert to interpret and clarify the intricacies of cyber risk.

*“The facilitator's deep expertise and his ability to clearly articulate complex cyber risks in an engaging manner made the session highly effective. His ability to translate complex technical concepts into actionable takeaways was crucial for our executive team.”*

Sapan Talwar, Global CISO,  
Perfetti Van Melle Group B.V.

# The Client's Experience

Sapan Talwar shared the organisation's experience with Cyber Management Alliance in the following words:

"Amar Singh's deep expertise as a facilitator and his ability to clearly articulate complex cyber risks in an engaging manner made the session highly effective. His ability to connect with the audience on a personal level and tailor his approach to their specific needs made the CCTE a truly valuable experience."

"The exercise highlighted the importance of human interaction in understanding and addressing complex cyber risks. We highly recommend Cyber Management Alliance for any organisation seeking to bolster their cybersecurity preparedness."

*“The CCTE not only raised awareness but also equipped our executives with the knowledge and confidence to make informed decisions in the face of cyber threats. The exercise also highlighted the importance of human interaction in understanding and addressing complex cyber risks. We highly recommend Cyber Management Alliance for any organisation seeking to bolster their cybersecurity preparedness.”*

Sapan Talwar

Sapan Talwar, a highly accomplished CISO himself, praised the exercise for its relevance and impact. "The facilitation skills were instrumental in creating a productive and insightful dialogue among our leadership team," he said.

"The CCTE not only raised awareness but also equipped our executives with the knowledge and confidence to make informed decisions in the face of cyber threats," Sapan concluded.

# About Cyber Management Alliance

Founded in 2015 and headquartered in London UK, Cyber Management Alliance Ltd. is a recognised independent world leader in Cyber Incident & Crisis Management consultancy and training.

The organisation is renowned globally as the creator of the flagship Cyber Incident Planning and Response training certified by the UK Government's National Cyber Security Centre. The CIPR is the only certified course in the world that addresses strategy and planning for nontechnical middle to senior management.

Cyber Management Alliance has serviced over 500 enterprise clients in multiple verticals including government, banking, finance, IT, consultancies, healthcare, oil & gas and retail across 38 countries. It has carved a niche by assessing, building and improving its clients' Cyber Incident & Crisis Management capabilities through training, tabletop exercises, health checks and audits.

Our global leadership in incident response, CSIRT and Security Operations and our satisfied client base puts us in a unique position to offer the best, up-to-date advice and guidance to our clients.

We have enabled world-leading organisations such as FIFA, NHS, Capita, BNP Paribas, Waverton Investment Management and Unilever amongst others to assess their Incident Maturity and Breach Readiness through our unique Cyber Crisis Management Audits, Assessments, Tabletops and Workshops. British Medical Journal, Capita and Gyroscope are some of the organisations that have benefitted from our VCSIO and Trusted Advisory services.



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