



Cybersecurity: The Strategic Imperative for Sustained Growth



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At Leapfrog Services, we believe cybersecurity is more than a technical safeguard—it's a strategic imperative. To better understand how organizations can build resilience in today's threat landscape, we sat down with our Chief Security Officer, Bryant Tow, who has nearly three decades of experience guiding companies through the complexities of cybersecurity. In this conversation, Bryant shares why security is not just a proactive measure but a strategic enabler for sustained success.

What are the three fundamental currencies of cybersecurity every leader should know?

Bryant began by framing the foundation of his philosophy:

"Every decision we make in technology and risk management revolves around three fundamental currencies: Risk, Time, and Budget. These are not abstract concepts—they are the levers that determine the resilience and reputation of our organization."

He explained that these currencies are interconnected. When one is reduced, the others absorb the pressure.

"Cutting budget simply transfers that risk into time delays and operational exposure. Accelerating timelines without adequate security controls and investment often results in vulnerabilities that can lead to catastrophic breaches."

Why is cybersecurity a business risk, not just an IT issue?

Bryant emphasized that cybersecurity is no longer confined to an IT discussion; it's a boardroom issue.

"Cybersecurity is no longer just a technical issue—it is a business risk. The cost of a major breach today is measured not only in dollars but in market capitalization, brand equity, and executive accountability."

He noted that regulatory bodies and investors are increasingly scrutinizing how companies protect sensitive data and maintain operational continuity. A single incident can trigger cascading effects: legal liabilities, loss of customer confidence, and even leadership changes.

What's the smartest way to invest in cybersecurity?

When asked about the balance between cost and protection, Bryant was clear:

"Prioritizing cybersecurity isn't about spending more—it's about investing wisely. Every dollar put into proactive measures reduces the likelihood of multimillion-dollar losses from breaches, ransomware, or compliance failures."

He added that time is just as valuable as money:

"Every hour spent on strategic planning accelerates our ability to respond to emerging threats. And every risk we mitigate strengthens our competitive position in an environment where trust is the ultimate differentiator."

Why should cybersecurity be a leadership priority?

Bryant believes leadership plays a pivotal role in shaping a company's security posture.

“By elevating cybersecurity to the boardroom, you signal to stakeholders that your organization values resilience as much as revenue. This commitment enables us to align security initiatives with business objectives, ensuring that growth does not come at the expense of exposure.”

Do you have any final thoughts?

Closing the conversation, Bryant left us with a powerful reminder:

“Cybersecurity is not a cost center—it is a strategic enabler. The question is not whether we can afford to prioritize it; the question is whether we can afford not to.”

Bryant's insights highlight a critical truth: cybersecurity and business strategy are inseparable. Leaders must balance risk, time, and budget, but the ultimate return is trust. By treating security as a driver of growth rather than a line-item expense, organizations can protect their reputation, strengthen stakeholder confidence, and unlock sustainable success. At Leapfrog, we are committed to helping businesses make that transformation because resilience is the foundation of innovation.



Bryant Tow *Chief Security Officer,
Leapfrog Services*

Bryant leads clients in building comprehensive security programs through Leapfrog's Ring of Security methodology. With over 25 years of experience in technology, cyber, and physical risk management, he has served as an entrepreneur, senior executive, and Chief Security Officer for CSC's Financial Services Group, overseeing security across 52 countries. Bryant has held leadership roles with DHS's Sector Coordinating Council, ISSA, ISACA, and InfraGard, and has authored multiple cybersecurity publications. His contributions have earned him several awards, including recognition from the Governor's Office of Homeland Security.

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If your organization is ready to treat cybersecurity as a driver of growth, Leapfrog Services is here to help. We have been partnering with organizations as their managed IT provider for over 25 years. Reach out today to learn how we can manage and secure your IT with resilience at the core.



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