CHUCK MARKARIAN
CISO | PACCAR

> Securing PACCAR's operations worldwide requires innovative cybersecurity solutions and a constant pursuit of excellence.

From the Office of Transformation

Dear CXO Community,

Welcome to the first edition of CXO Signal—a space created with one goal in mind: to support you as you lead your organization through today's rapidly evolving threat landscape.

Every day, we hear from technology and security leaders navigating a complex balancing act: urgent cyber threats and long-term resilience planning, mounting compliance demands and innovation goals, operational continuity and strategic transformation.

This newsletter is designed to bring you actionable insights and best practices to help address those challenges—through threat research, platform innovations, and stories from peers who are shaping what modern cyber resilience looks like.

In each issue, we'll surface the signals that matter most to IT and security leadership:

- **Emerging threat insights** from the frontlines, informed by research from Rubrik Zero Labs
- **Platform innovations** built to enhance visibility, automation, recovery, and resilience
- **CXO best practices** from peers transforming IT and security by putting resilience at the core

In this inaugural edition, we're highlighting PACCAR CISO **Chuck Markarian**, recipient of this year's Global Guardian award. Chuck leads efforts to protect 30,000 employees and over three petabytes of global data—advancing a resilience strategy that spans infrastructure, operations, and supply chain.

As **Rubrik CEO and Co-Founder Bipul Sinha** emphasized in his recent Forward keynote, organizations must strive for ever greater continuity and resilience. Today's IT and security leaders must not only prevent attacks, but provide their organizations a competitive edge.

To that effect, we at Rubrik are thrilled to announce that Predibase, a platform specializing in AI model training, fine-tuning, and deployment, will be joining Rubrik. These capabilities, combined with Rubrik's strength in data governance, will allow our customers to roll out native AI tools quicker and more securely than ever before.

We hope *CXO Signal* becomes a trusted resource—whether you're assessing risk, evolving your security posture, or preparing your teams for what's next.

Kavitha Mariappan
Chief Transformation Officer
Rubrik

The Latest from Rubrik Zero Labs

IDENTITY IS A MAJOR RISK. AND IT'S GOING TO GET WORSE (IF WE DON'T DO ANYTHING ABOUT IT).

In the intricate tapestry of modern enterprise IT, a silent yet powerful force has emerged: the quiet majority of machine identities.

These non-human identities (NHIs)—most commonly application programming interface (API) tokens used to authenticate automated IT processes, but also certificates, containers, automation tools, or service accounts—now outnumber human users by 45 to 1. And that number rises to as much as 100 to 1 in some enterprises. Typically, once these identities are set in motion, they quietly go about their business, executing tasks without much intervention or oversight. How do you spot (and manage) the novel risks this quiet majority of machine identities introduces to increasingly sprawling data estates?

Is identity the new perimeter?

Signals from Rubrik Zero Labs

Hitting the halfway mark of 2025 had us thinking about how threat trends are stacking up to the previous year. Here's some of what we've found:

- **Phishing volume** is up **more than 450%** as Gen-AI kits proliferate [Hoxhunt]
- **Stolen-credential initial access** grew from **10% (2023) to 16% (2024)** to become the second most used attack vector [Mandiant]
- **Ransomware payments** down **≈35%** YoY despite higher incident count [Mandiant]
- **Known-exploited CVEs** climbed **20%** (639 → 768) in 2024 [Mandiant]
- **Cloud-misconfig breaches** account for **23%** of all cloud incidents, double last year's share [SentinelOne]

CXO Checklist

Adversaries are **pivoting from broad encryption to precision, AI-accelerated campaigns** that blend deepfake persuasion, zero-day exploitation, and identity hijacking across hybrid cloud and OT estates. Defensive success in 2H 2025 hinges on

1. **Identity-centric zero trust** – assume MFA bypass & token theft by default
2. **Operationalized patch velocity** – shrink internet-exposed CVE windows to <72h
3. **Resilient, tested backups** – immutable, MFA-gated recovery is non-negotiable
4. **Behavioral AI telemetry** – instrument for anomalous LLM and agentic-AI usage

CXO COMMUNITY & EXPERIENCES

We're excited to launch several global CXO experiences in 2025. These are exclusive opportunities for CIOs, CISOs, and CTOs to connect, collaborate, and share insights with peers. Each experience will feature timely discussions, executive readouts, and strategic insights tailored for C-level executives.

Precise locations will be announced soon. In the meantime, please mark these important dates on your calendars and join us in person!

AMERICAS
SEPTEMBER 15 - 17
CXO Collective

APJ
OCTOBER 10
India CXO Summit

EMEA
22 - 24 OCTOBER
CXO Collective

AMERICAS
NOVEMBER 6
Rubrik CXO Healthcare Summit

rubrik | CXOSignal

PRIVACY POLICY
CONTACT US
UNSUBSCRIBE

X / TWITTER
LINKEDIN
FACEBOOK
YOUTUBE
BLOG