



Jennifer Tisdale is the CEO at GRIMM, a cyber research firm headquartered in Michigan. Jennifer is a cyber-economics strategist recognized for building cybersecurity strategies and programs for industry, government, and academia. Her expertise has been concentrated on the security of connected, Cyber-Physical Systems, and technologies, and her portfolio includes expertise in Industrial Internet of Things (IIOT), Smart Cities development and planning, Critical Infrastructure, and Advanced Transportation Mobility with a concentration in Connected & Automated Vehicles, Aerospace, and the securing of manned/unmanned military platforms. Previously, Jennifer was recognized for holding the first “mobility” job in the United States, serving as the Cyber-Mobility program strategist for the State of Michigan. Jennifer’s work created the foundation for Michigan’s economic strategy to band together automotive,

defense, and aerospace industries with embedded systems cybersecurity, charting a new economic development path for the state. Prior to her time at GRIMM, Jennifer was charged with Cybersecurity R&D for Product Development at Mazda North America. She was the first OEM to voluntarily bring a research vehicle to the Car Hacking Village at DefCon. In 2018 Jennifer was voted one of *SC Magazine’s* “**Women to Watch**” in Cybersecurity and in 2022 ranked as one of the “**Top 25 Leaders Transforming Manufacturing**” by SME.

Jennifer advocates for increased diversity, equity, and inclusion in the industry. She values partnerships and the need to build trust in an industry rooted in zero-trust models. She actively volunteers with several non-profit and government organizations and works with K12 school districts, encouraging students to embrace cybersecurity education for embedded systems. Jennifer resides in metro Detroit with her family.

Affiliations:

- **National Defense Industrial Association (NDIA)**, National, Washington D.C., Security Systems Engineering Sub-Committee, 2021-Present
- **National Defense Industrial Association (NDIA)**, Michigan Chapter, Board Member – Cybersecurity Director, 2017-Present
- **Advanced Manufacturing HUB (AMHUB)**, World Economic Forum, **Cyber Manufacturing (Industry 4.0)**, 2020-2022
- **SME, Smart Manufacturing Executive Committee**, 2021-2022
- **Policy Advisor, State of Michigan, Office of Future Mobility & Electrification, State of Michigan**, 2021-2023