FORDHAM | Gabelli School of Business
THE JESUIT UNIVERSITY OF NEW YORK

NYCFE Fall Fraud Conference
October 21, 2022, 8CPEs

Our October lineup of speakers includes:

Keynote Speaker: Michael "Bret" Hood, Founder, 21st Century Learning & Consulting
Adjunct Professor, Corporate Governance & Ethics at University of Virginia
1.8 *Ethics CPEs*

Topic: Being Ethical is Harder Than You Think!
Description: In this completely interactive exercise, participants will learn how their mind will alter and transform facts and situations in order to achieve personal desires over organizational goals. These transformations occur automatically in the subconscious mind and without establishing proactive methods to mitigate these processes, organizations may inadvertently be promoting unethical behaviors by their leaders and employees. After this course, participants will be better able to understand how white-collar defendants fall victim to the slippery slope.

Learning Objectives: After this block of instruction, the participants will be able to:

- Describe the effects of bounded ethicality.
- Assess how perspective, life experiences and culture can change ethical perceptions.
- Discuss the psychological need to look at our actions favorably.
- Compare/Contrast the effects of power and a leader's mindset.
- Create mental triggers to improve ethical outcomes.

Dora Gomez, President, NYCFE
0.2 Ethics CPEs

Topic: Understanding Ethics for CFEs
Description: This presentation will review the ACFE's Code of Professional Standards that all CFEs should abide by. Attendees will understand the five sections of the standards, expected professional behavior and due professional care as it relates to investigative work performed.

Kenneth Citarella, Senior Managing Director and Chief Privacy Officer, Guidepost
1.5 CPEs

Topic: Best Practices Learned the Hard Way: What 50 Years of Fighting Fraud Taught Me
Description: Mistakes and good luck are often better teachers than easy success. They are lessons you never forget. Sometimes cases suddenly go sideways; let's see why, and how that could have been

prevented. Sometimes good ideas produce case-breaking results; how can we be alert for those opportunities? And, there are times you have no choice but to take a shot in the dark and hope for the best. We will review examples of all those scenarios. Attendees will be able to take advantage of the lessons learned over a long career. the core principles of digital trade-based money laundering.

Russell Anderson, Head of Financial Crimes Services, LIMRA and LOMA
1.2 CPEs

Topic: Third-Party Account Takeover Fraud in the Life Insurance Industry: The History, Schemes, Scams and Industry Response
Description: Starting around 2015 the Life Insurance and Retirement Services Industry began to be targeted by Third-Party Imposters who realized there was literally trillions of dollars held within its customer accounts. These Fraudsters took advantage of all the readily available personally identifiable information and started impersonating contract holders and retirement account participants in order to steal their account balances. While the industry was initially caught off guard, it quickly moved to address the threat and some companies have turned it into an opportunity.

During this presentation attendees will learn how third-party account takeover (ATO) fraud evolved throughout the insurance industry, the more common and complex schemes and scams, how the industry responded to the growing threat, how it worked together to reduce the risk and what the future may hold.

Jane Lee, Attorney Advisor, Money Laundering and Asset Recovery Section's (MLARS) Program Management and Training Unit
1.3 CPEs

Topic: Using Asset Forfeiture to Compensate Victims of Federal Crimes
Description: This presentation will focus on the breadth of federal matters implicating civil and criminal assets along with the processes in compensating victims. The objectives of this presentation are to (1) understand the scope of MLARS and the Asset Forfeiture Program; (2) learn about the methods of assisting victims in forfeiture cases; and (3) highlight some notable cases.

Rachel Kronenfeld Director of Services, Hetherington Group
2 CPEs

Topic: Financial Open Source Intelligence Investigations
Description: Open source intelligence is a well-covered area of expertise that covers any and many areas of content. Building on these skills, Hg's Cynthia Hetherington will focus on financial intelligence research practices. Finding data related to transactional information, cryptocurrency markets, and any opportunity to track down fraudulent operations through the surface to dark web.

Learning objectives include, but are not limited to

Defining Financial open Source Intelligence (FinOSINT)
Identify marketplaces online that financial information may be located in open sources
Identify resources used specific to online asset investigations.

Speaker Biographies

Michael “Bret” Hood,
Founder, 21st Century Learning & Consulting
Adjunct Professor, Corporate Governance & Ethics at University of Virginia

After serving 25 years as a Special Agent in the FBI, Michael “Bret” Hood became the director of 21st Century Learning & Consulting, LLC upon his retirement in 2016. Bret serves as an adjunct professor of corporate governance, ethics, and forensic accounting for the University of Virginia as well as a faculty member for the Association of Certified Fraud Examiners.

Bret, while working as a leadership instructor at the prestigious FBI National Academy, received two FBI Director Awards for Leadership Development & Leadership Innovation for his work on the FBI’s executive leadership development program, to include developing an interactive learning program on implicit bias.

Since his retirement, Bret has keynoted and provided leadership, ethics, and financial crime instruction for Fortune 500 companies, non-profit entities, and governmental organizations. In 2020, Bret was awarded the ACFE’s James R. Baker Speaker of the Year award and in 2021, Bret was awarded the Florida Institute of CPAs Discussion Leader of the Year. Bret is the author of the critically acclaimed books, Eat More Ice Cream: A Succinct Leadership Lesson for Each Week of the Year & Get Off Your Horse! 52 Succinct Leadership Lessons from U.S. Presidents.

Dora Gomez
President, NYCFE

Dora Gomez has over 25 years of experience in insurance and financial services and is currently with Ernst & Young’s (EY) IT Consulting – Financial Crimes, Fraud and Compliance as a Team Leader who provides guidance and strategic anti-fraud solutions to her financial services clients. She spent 17 years with the AXA Group in various leadership roles in Audit, Fraud Risk Management, AML, Governance, Risk and Compliance, Enterprise Risk Management, and Information Security, including significant international experience and perspectives. Following her return to the U.S. from an expat

assignment in Paris France, she was Audit Director and Global Fraud Officer for AXA Technology Services where she created the company's Anti-Fraud Policy, including investigations/whistleblower incidents, and managed a fraud mitigation program. She held positions as Audit Chief of Staff and Risk Officer as well – establishing the audit department's global departmental practices and governance.
She was also the Director of Internal Controls at Wolters Kluwer's Corporate Legal Services division managing their risk and control testing environment across the division to ensure regulatory requirements were met.

Dora earned her Master of Science in Business and Information Systems at NJIT and BBA in Accounting from Pace University. She holds various professional certifications: Certified Fraud Examiner from the ACFE, Certification in Risk Management Assurance from the IIA, and Governance, Risk and Compliance Auditor (GRCA) and Professional (GRCP) from OCEG.
Dora is the current President of the Association of Certified Fraud Examiners New York Chapter (NYCFE), Audit Committee Chair for the High Technology Crime Investigation Association (HTCIA), Board Director of InfraGard's New York Metro Chapter (affiliated with the FBI) and the recipient of the 2019 InfraGard Northeast Region IMA Leadership Award**.**

Kenneth Citarella,
Senior Managing Director and Chief Privacy Officer, Guidepost

Kenneth C. Citarella is a senior managing director who currently manages several of Guidepost's major construction integrity monitorships and spearheads the Guidepost Investigations and Cyber Forensics practice. Mr. Citarella also serves as the chief privacy officer for Guidepost, directing international privacy compliance efforts and advising clients on their privacy risks and on developing a privacy compliance program.

On Guidepost's integrity monitorship projects, Mr. Citarella leads teams of attorneys, forensic accountants, and investigators in the oversight of all aspects of major public works construction projects with a focus on preventing fraud, waste, and abuse.

Among the integrity monitorships which Mr. Citarella currently manages are the Pulaski Skyway reconstruction project and the George Washington Bridge rehabilitation project. He was also part of the Guidepost integrity monitorship team on the New York City Rapid Repair program overseeing Superstorm Sandy-related reconstruction on Staten Island.

Russell Anderson
Head of Financial Crimes Services, LIMRA and LOMA

Russell Anderson leads LIMRA and LOMA’s Financial Crimes Services program and is responsible for identifying, defining and building shared business solutions, to help the industry better combat fraud. Russ was most recently instrumental in launching FraudShare, LIMRA and LOMA’s flagship fraud prevention solution that helps members combat 3 rd party account takeover fraud.

Russ is a Certified Fraud Examiner with over 30 years of industry experience. He got his start in MassMutual’s Internal Audit where he developed pioneering methods of using computer aided audit techniques to more effectively and efficiently conduct audits. After a successful career at MassMutual in numerous operations, audit, compliance, finance, risk management and fraud operations leadership roles he joined LIMRA and LOMA in 2019. Today Russ is focused on helping the industry to better manage its financial crimes services and fraud prevention obligations.

Jane Lee
Attorney Advisor in the Money Laundering and Asset Recovery Section’s (MLARS) Program Management and Training Unit

Jane K. Lee is an Attorney Advisor in the Money Laundering and Asset Recovery Section’s (MLARS) Program Management and Training Unit. Jane works with United States Attorneys’ Offices, federal law enforcement, and regulatory agencies to recommend and coordinate victim compensation. Jane also works on the U.S. Victims of State Sponsored Terrorism Fund, which has distributed over $3 billion to thousands of victims of international terrorism. Jane liaises with victim advocacy and elder justice groups and has presented at national conferences. Prior to joining MLARS, Jane served as the Director of the Financial Crime Resource Center at the National Center for Victims of Crime and worked as a financial services litigator for seven years in Los Angeles. Jane is a graduate of University of California, San Diego and Tulane Law School, cum laude. Jane is licensed to practice in California and Washington, DC.

Rachel Kronenfeld
Director of Services, Hetherington Group

Ms. Kronenfeld conducts trainings to investigators, security professionals, attorneys, accountants, auditors, military intelligence professionals, and federal, state, and local agencies on best practices in conducting Open-Source Intelligence (OSINT) investigations and corresponding techniques. Ms. Kronenfeld is a contributor to Hg's FactSheets and blogs and presents at multiple national conferences each year.

Ms. Kronenfeld joined Hetherington Group in 2016 as a lead investigator. She was promoted in 2022 from Manager of Investigations to Director of Services and is responsible for management and development of all investigative work. Ms. Kronenfeld leads Hg in business development, client and vendor relations, and serves on Hg's executive team to identify and implement business goals and strategies.

Before joining Hg, Ms. Kronenfeld worked as a paralegal, where she honed her skills in due diligence investigations, legal research, and case analysis through public record research. She interned at the Regional Operations Intelligence Center for the New Jersey State Police in their Major Crimes Unit, where she worked side-by-side with detectives to uncover threats and fraud through gathering and analyzing information. Ms. Kronenfeld holds a B.A. in Political Science (magna cum laude) from Ramapo College of New Jersey.