

EXECUTIVE IMPERSONATION: Understanding the threat & how to mitigate it

Organizations are facing an increasing array of cybersecurity risks, many of which exploit one of their most valuable assets: their executives. Executive impersonation, where cybercriminals pose as high-ranking individuals on social media, deceives employees, partners, suppliers, and customers, and is quickly emerging as one of the most damaging and insidious cyber threats.

THE DANGERS OF EXECUTIVE IMPERSONATION

Corporate Sabotage: Authorization of fraudulent transactions or access to sensitive information, leading to significant financial damage.

Data Theft and Ransom: Theft of sensitive information, such as Personal Identifiable Information (PII), login credentials or corporate secrets (then sold on the dark web).

Brand Damage: Erodes customer trust, resulting in long-term damage that extends beyond financial losses.

EXECUTIVE IMPERSONATION ATTACKS

PHISHING

Attackers send emails posing as executives, to deceive employees into revealing sensitive information or transferring funds.

SOCIAL MEDIA FAKES

Cybercriminals use AI to generate convincing profiles and groups that mimic executives and damage brands.

WHALING

A particularly sophisticated form of phishing targeting C-suite executives to gain access to sensitive data or financial resources.

THE IMPACT OF EXECUTIVE IMPERSONATION ATTACKS IS SIGNIFICANT AND GROWING

94%

of CISOs reported losses of at least \$500,000 due to cyber scams.

\$1.7m

average cost of cyber scams per org in 2024.

28%

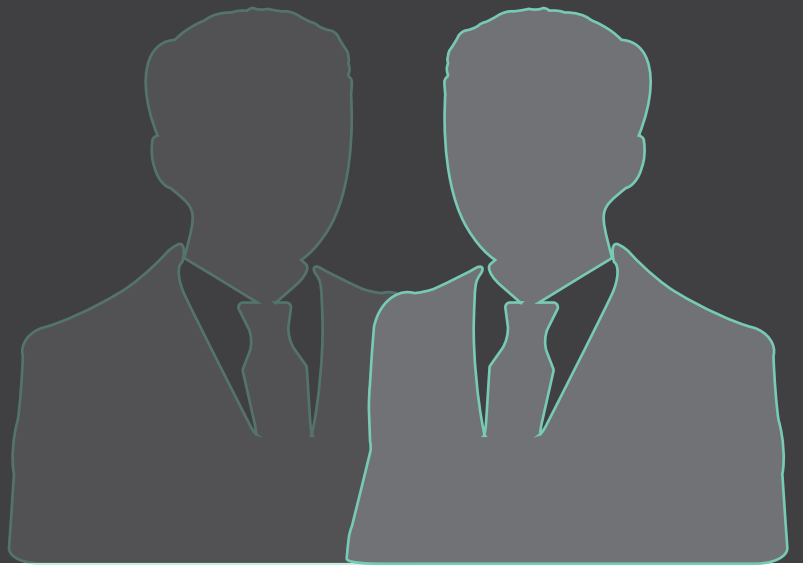
of CISOs reported experiencing executive impersonation attacks in 2024.

#1

CISOs ranked social media impersonations as the **greatest** external threat for 2025.

THE ROLE OF ARTIFICIAL INTELLIGENCE

Gen-AI has completely upended the cybersecurity landscape. By leveraging ubiquitous AI tools, attackers can scale social media impersonations rapidly, creating more convincing scams at a much lower cost and in shorter time.



HOW BRANDSHIELD CAN HELP

BrandShield's **Executive Impersonation Protection** is designed to identify and take down executive impersonations targeting organizations. BrandShield uses sophisticated AI technology to learn the details of your executives, and then actively scans all major social media platforms for fraudulent activity. When we find it – we take it down.



PROACTIVE MONITORING

BrandShield continuously monitors social media to identify impersonation attempts and unauthorized use of corporate assets.



AI-DRIVEN INSIGHTS

BrandShield analyses findings in real time, providing actionable insights that detect clusters of impersonation activities and help you respond quickly and effectively.



COMPREHENSIVE ENFORCEMENT

BrandShield takes swift and effective action to eradicate Executive Impersonation threats on social media, so you can focus on growing your business.

By integrating BrandShield into your security framework, you gain peace of mind knowing that your executives—and your brand—are protected from the growing threats of digital impersonation.

As executive impersonation threats continue to evolve, it is crucial for organizations to recognize and respond swiftly to these risks. [Schedule a Demo](#) now to understand how BrandShield will protect your executives, and your organization, from sophisticated impersonation threats.



BrandShield is a leading Digital Risk Protection and External Cybersecurity solution that safeguards your brand's reputation and customer trust. With 12 years of big data expertise, BrandShield combines AI-driven technology and fully managed services to deliver comprehensive, real-time threat detection and mitigation. Our platform maps and analyses threats across hundreds of parameters, providing deep insights into risks such as Phishing, Fake Websites, Domain Abuse, Social Media Scams, Malicious Ads, Fake Apps, and Dark Web threats. By continuously monitoring the digital landscape, BrandShield ensures end-to-end protection, helping you proactively defend against emerging threats and safeguarding your brand's integrity.

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