

## Paul Tracey, Owner, Innovative Technologies

Paul Tracey has seen cyber security disasters he wishes he could unsee. While at a large healthcare institution, he discovered the department head infected the whole place with malware via his personal laptop. One person made a single mistake and it cost a half a million dollars. Through this experience, he began to notice that while most companies may have *some* type of security protocol, when compliance interrupts expedience or convenience, managers circumvent the rules. If the organization is wealthy enough, in the event of a breach, they pay the fines, make minimal changes and carry on.

Not all businesses, though, have the means to financially survive an attack. And the data loss alone is enough to sink them. They are more likely end up like an engineer he met recently when buying his used office furniture. He was selling it all because he had to shut down his firm. He said, "Man, I wish I'd met you six months ago. We got hacked and I had to close my business." The man lost everything. Every day, sitting in a chair and at a desk the man and his dismantled team no longer need is the visceral and unsettling reminder of of the cautionary tale that informs the reason he does this work.

You may wonder, how does a company go from thriving to bankrupt in a matter of months? Simply put, most organizations do not make time for security.

The fact that sizable organizations do not take cyber security seriously didn't sit well with him. And the imbalance that made it difficult for small-to-mid-sized entities to thrive was infuriating. Paul couldn't bear to stand by and watch them suffer. In turn, building on IT industry experience, studies in information technologies and business at SUNY Adirondack, he founded Innovative Technologies. His company provides technology solutions that minimize security risks for smaller healthcare providers and other SMB in greater Albany, New York.

Nearly a decade later, Innovative Technologies continues to help clients ensure they have security and compliance procedures in place and a well-trained staff. They have earned the reputation as leading Managed Security Services Provider (MSSP) in upstate New York.

Paul renews his HIPAA Seal of Compliance Verification annually and offers his knowledge part of the company's compliancy program. He is the author of *Delete the Hackers Playbook* to educate the public about ransomware, based on his success in protecting clients from falling victim to paying for data restoration. <https://www.upstatetechsupport.com/cybersecuritybook/>

In his community, Paul served the Glens Falls Greenjackets semi-pro football team as Chief Technology Officer and board member. Innovative Technologies sponsors the team and also donate annually to St. Jude's and several local non-profits.

Profound honesty, transparency and humility are values that permeate Paul's work. And the sign on his office wall, "Never Stop Auditing" applies beyond the literal to his practice of perpetually seeking solutions.