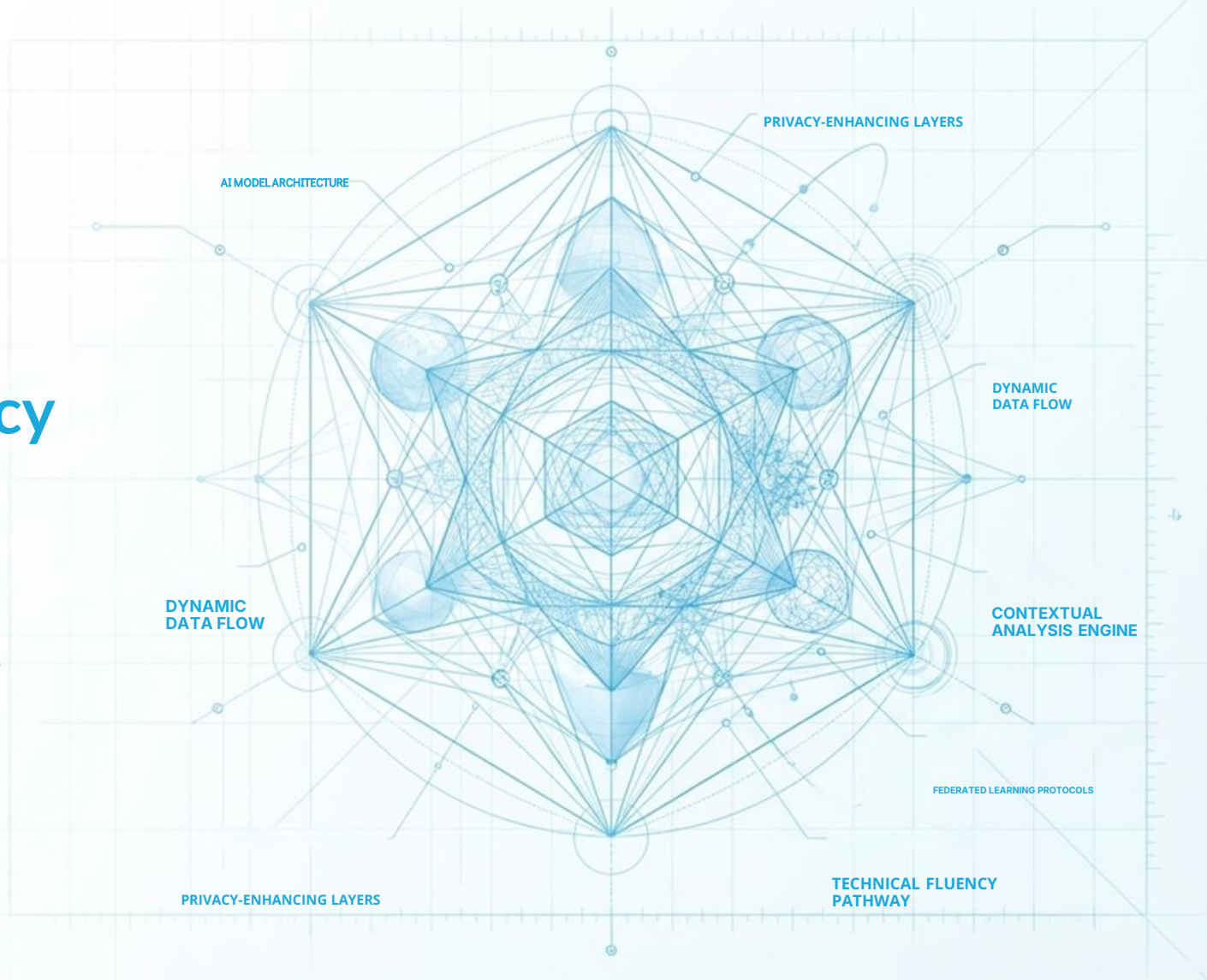




Future-Proofing Privacy for Privacy Professional

Building Technical
Fluency in the AI Era.

Cassandra Maldini (Moderator)
Jess Barea (Guest Speaker)



New Skillsets

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A word cloud of regulatory terms is presented within a large, light blue cloud outline. The words are in various shades of blue and are arranged in a non-linear fashion. The most prominent words are 'Regulatory' and 'Compliance', which are the largest and darkest blue. Other significant words include 'Controller', 'Processor', 'Policy', 'Breach', 'Privacy Notice', 'CIPP/US', 'CIPP/E', 'GDPR', 'CCPA', 'CPRA', 'HIPAA', 'PII', and 'LGPD'. The background is a light blue gradient.

Regulatory
Compliance
Controller
Processor
Policy
Breach
Privacy Notice
CIPP/US
CIPP/E
GDPR
CCPA
CPRA
HIPAA
PII
LGPD

Business Enabler

Risk Enabler

Proactively Reactive

Creativity **Superstructure**

Embracing **Building** Adaptability

Experimentation

Ingenuity

Problem Solver

Data Steward

Comfortable

with Change

AI Evangelist

Ability to Affect / Sustain Change

Looks for Work,
Doesn't Wait for Work

AI's Impact on Legal

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AI will fundamentally reorganize the legal services market, creating new competitive dynamics that will redefine how legal work is structured, priced, and delivered.



— Eric Dodson Greenberg, Cox Media Group
“AI Will Scramble GCs’ Calculus for Hiring
Outside Counsel,” Bloomberg Law (Oct. 2025)

<https://news.bloomberglaw.com/legal-exchange-insights-and-commentary/ai-will-scramble-gcs-calculus-for-hiring-outside-counsel>

“AI will fundamentally reorganize...”

The buying habits of corporate legal departments and the services law firms and vendors provide

The way we value software and services

The evaluation of talent

Every job description in the legal ecosystem

**What is
Privacy Beyond
Compliance?**

Privacy Beyond Compliance

AI Adoption

Cost Savings

Data Driven Efficiency

Future Proofing/Self-Regulation

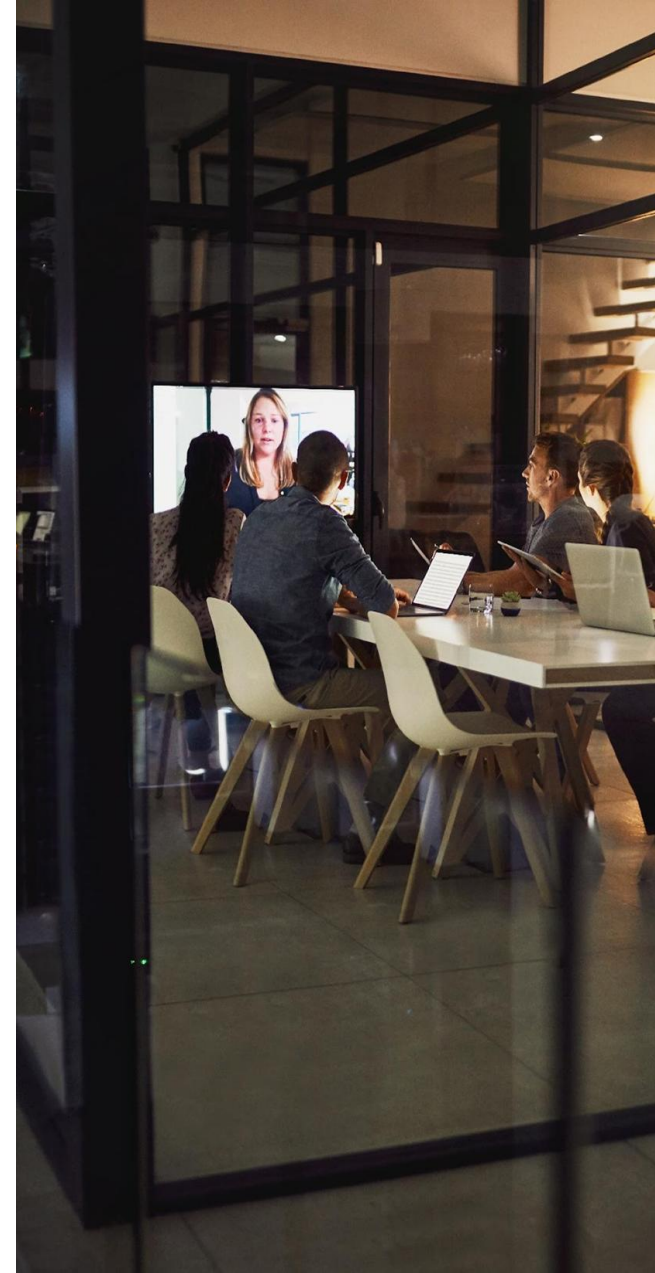
Globalization of Regulatory Accountability

Marketing Enablement (Lead Generation)

Product Enablement

Revenue Inflections

Unlocking Data





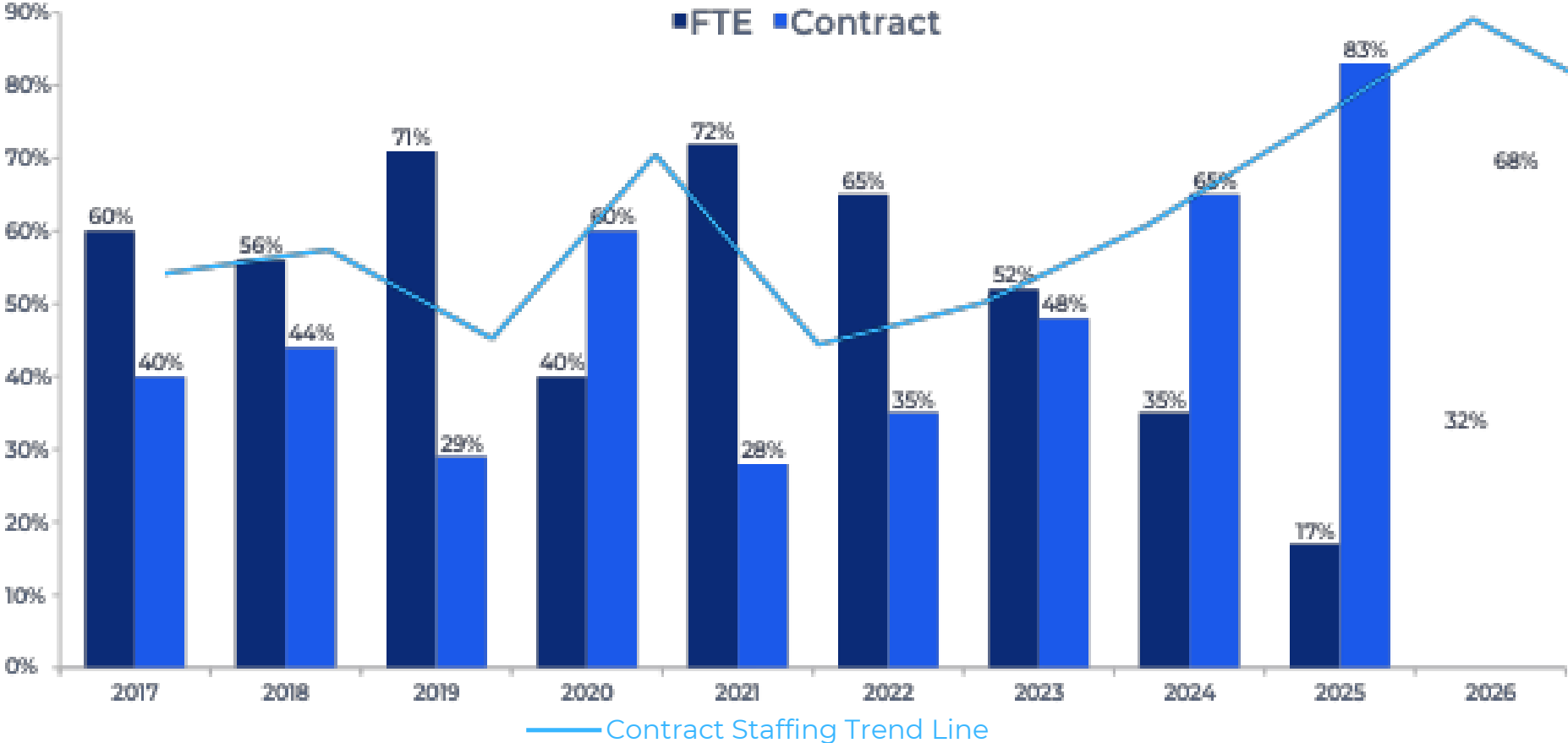
Market Intelligence: 2025 Hiring & Compensation Trends

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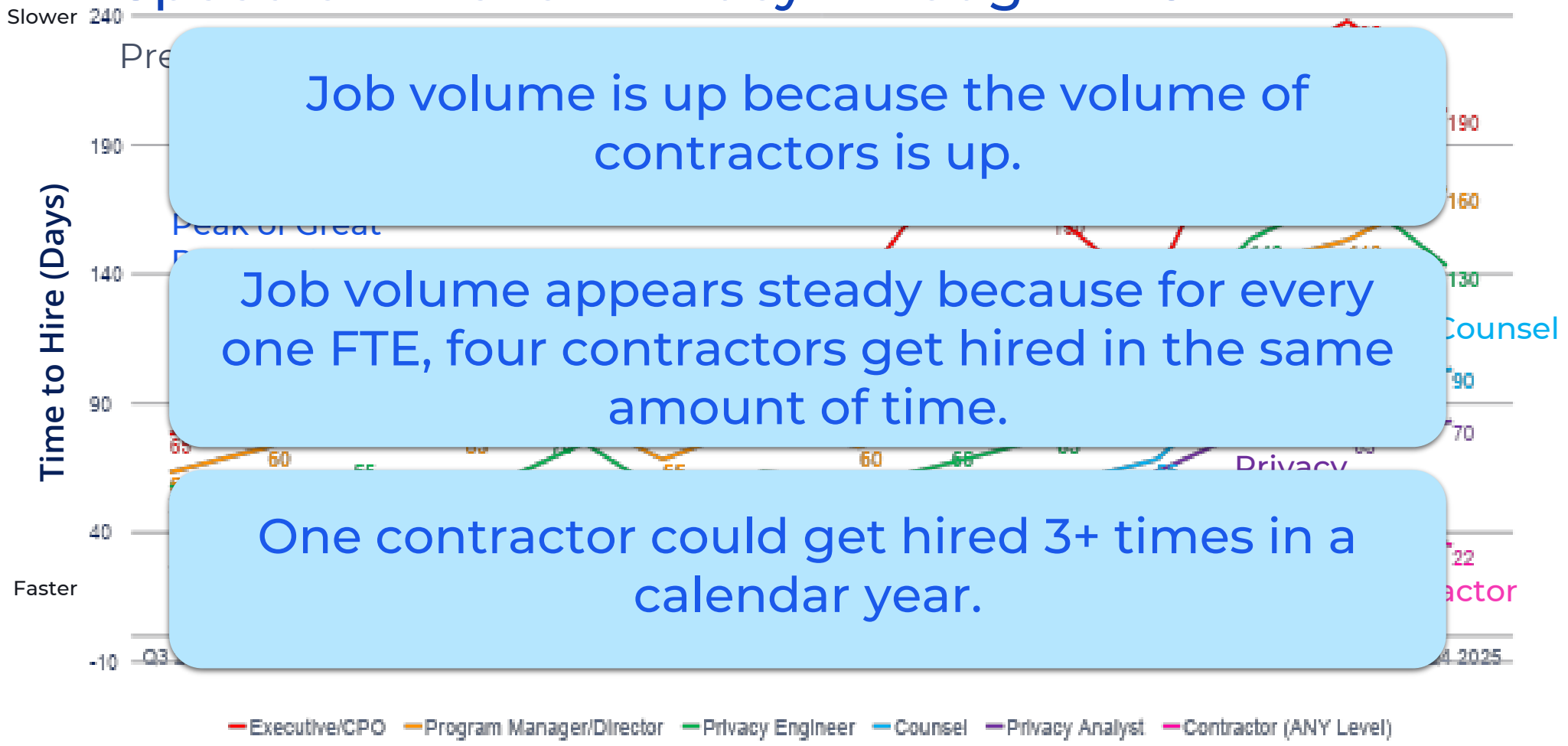
Privacy Contract vs. Direct Hire Staffing Trends (Last 8 Years)

Based on Offers Accepted



Speed of Hire for Privacy Through TRU

2022 to



Job volume is up because the volume of contractors is up.

Job volume appears steady because for every one FTE, four contractors get hired in the same amount of time.

One contractor could get hired 3+ times in a calendar year.

(from resume sent to verbal offer accepted)

A blurred, high-angle photograph of a modern office interior. Several people are seated around a table, appearing to be in a meeting or collaborative work session. The image is semi-transparent and overlaid on a dark blue background.

Job Seeker Motivations

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AI-Enabled Talent for Modern Legal Teams.

Motivations for Privacy Job Seekers (YoY)

2022

- 1) Working remotely
- 2) \$\$\$\$\$\$
- 3) Mentorship
- 4) Upskilling
- 5) DEI

2023

- 1) Working remotely
- 2) More challenge
- 3) \$\$\$\$\$\$
- 4) Unemployment
- 5) Burnout

2024

- 1) Burnout
- 2) More buy-in
- 3) \$\$\$\$\$\$
- 4) Opportunism
- 5) Unemployment

Motivations for Privacy Job Seekers (YoY)

2023

- 1) Working remotely
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- 5) Unemployment

Q1 & Q2 2025

- 1) \$\$\$\$\$\$
- 2) Mission alignment
- 3) Burnout
- 4) Opportunism
- 5) Unemployment

Motivations for Privacy Job Seekers (YoY)

2024

- 1) Burnout
- 2) More buy-in
- 3) \$\$\$\$\$
- 4) Opportunism
- 5) Unemployment

Q1 & Q2 2025

- 1) \$\$\$\$\$
- 2) Mission alignment
- 3) Burnout
- 4) Opportunism
- 5) Unemployment

Q3 & Q4 2025

- 1) Burnout
- 2) Unemployment
- 3) Opportunism
- 4) \$\$\$\$\$
- 5) Mission alignment

Changes in Privacy Interview Process

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AI-Enabled Talent for Modern Legal Teams.

“How are you using AI at work?”
How to redirect when they don't.

What processes would you explore using AI to create efficiencies for yourself or your team?

Tell me about a time you navigated rapid technological change at work.

How have you used technology to influence stakeholders and increase productivity?

If you had an unlimited budget, what legal technology would you acquire and why?

“How are you using AI within the enterprise? “
Job seeker questions for hiring managers.

Do you have a defined AI strategy?

Are you investing in training?

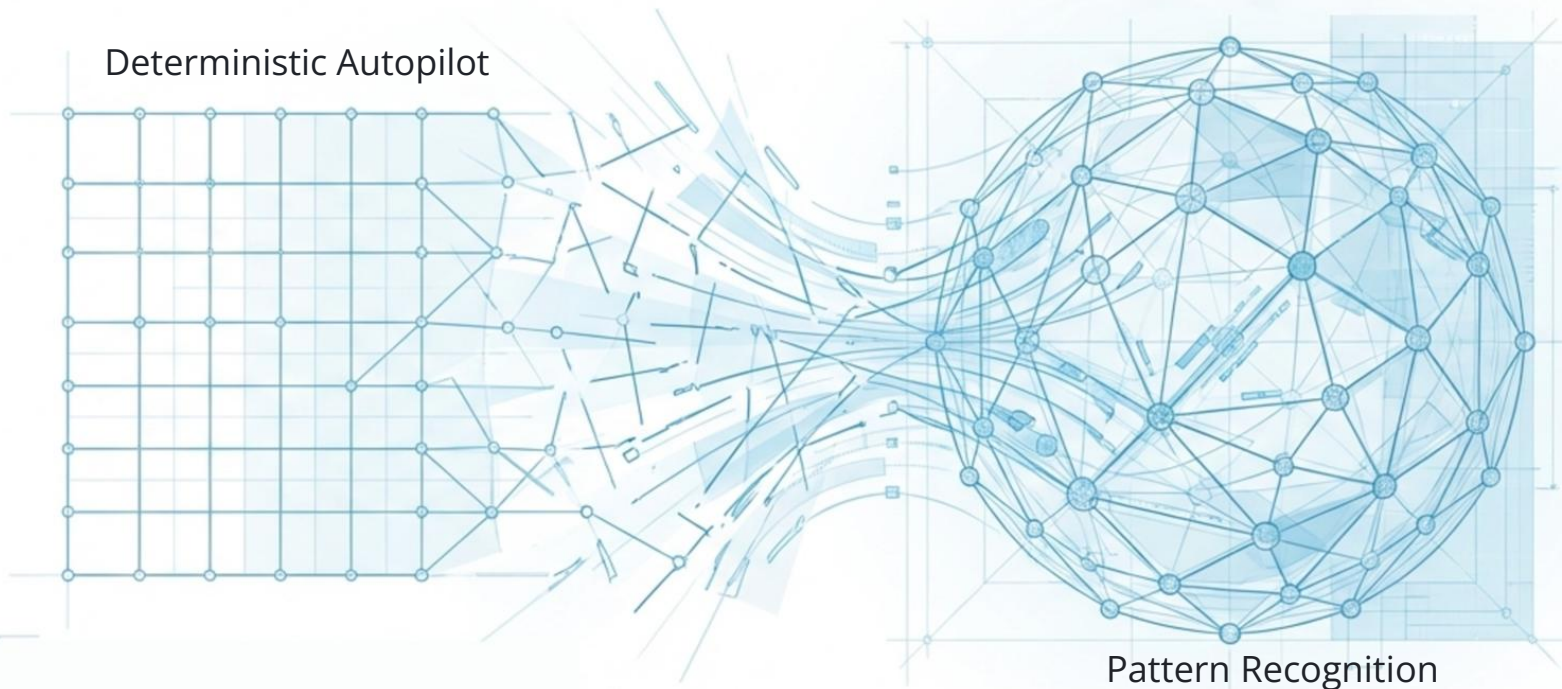
Is experimentation encouraged, or
considered wasted time?

Who owns AI internally? IT?
Legal ops? Innovation?

We Memorized the Wrong Things

For years, governance operated on a deterministic autopilot: if X happens, we document Y. We memorized the regulatory provisions, but we didn't study the structural patterns.

Deterministic Autopilot



Pattern Recognition

Chess isn't played by memorizing moves; it's played by understanding patterns.

Big data plus AI didn't change the board; it exposed how fragile the 'checkbox' approach was.

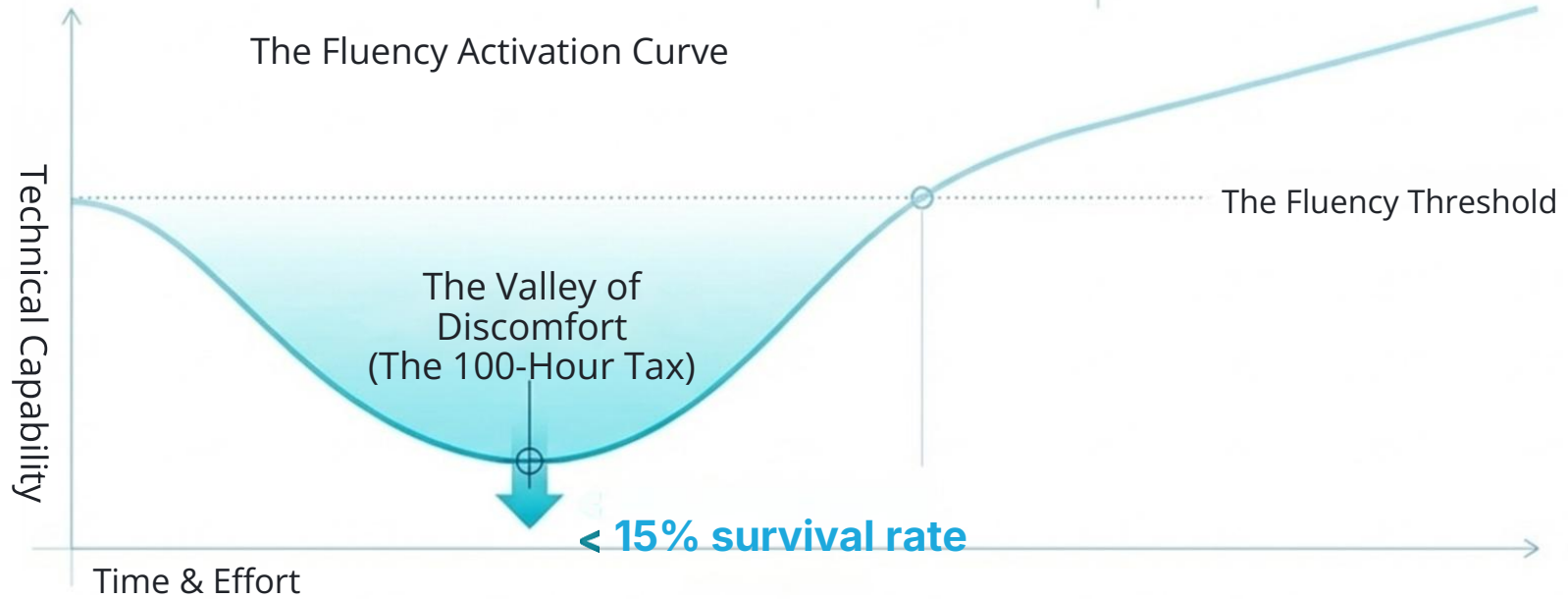
We relied on the 'buffer' of slow technology.

AI removed the buffer. A shallow technical understanding is now a fatal professional blindspot.

The 100-Hour Tax of AI Literacy

Learning AI infrastructure is exactly like learning Italian. The first time you try, you butcher the syntax. You hit complexity, uncertainty, and total discomfort.

Across learning platforms, fewer than 15% of people make it past the initial friction. The first 100 hours are where most of your peers will quit.



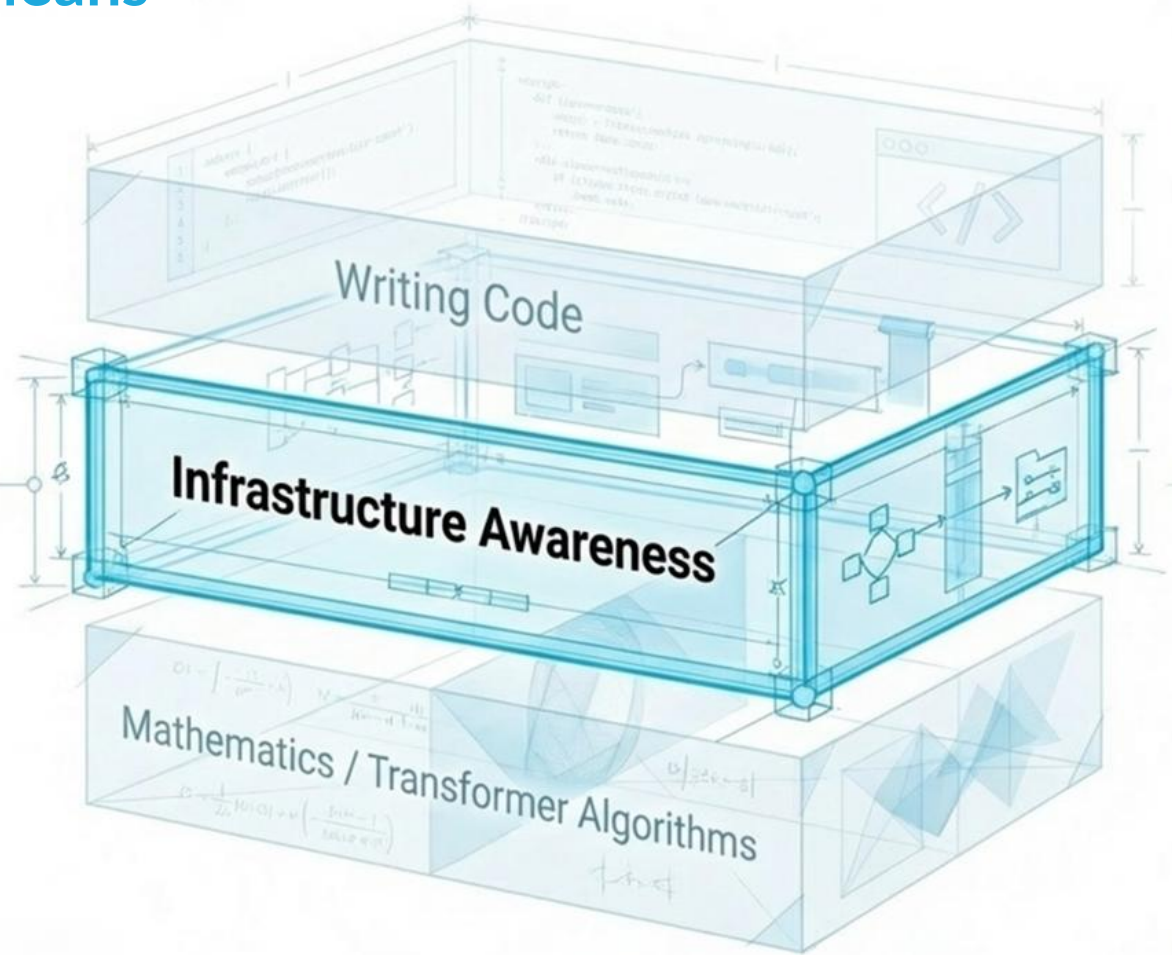
Discomfort isn't failure. That discomfort is just fluency forming. Fluency belongs to those who stay past the point where everyone else quits.

What AI Literacy Actually Means

Literacy isn't about explaining the math behind a transformer model. No one is asking you to write code. It is entirely about Infrastructure Awareness.

Crucial Test:

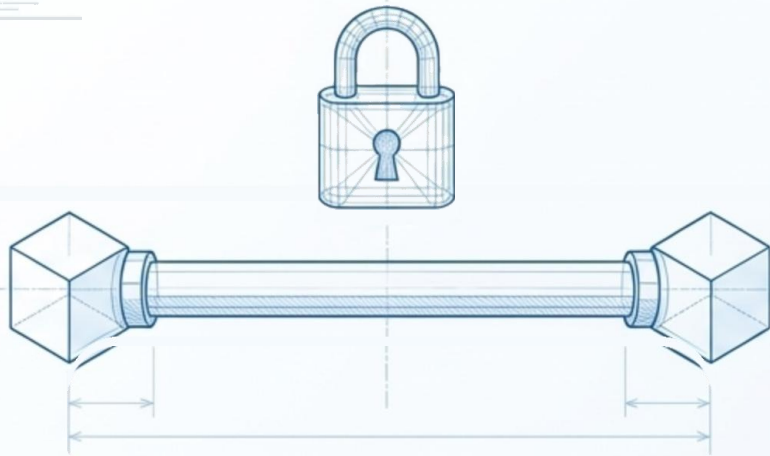
When an engineer says, "We're using an MCP to give the agent more context," you don't just nod politely. You realize they just handed over a master key to your data house.



Takeaway: If you don't know the difference between an API and an MCP, your risk profile is currently a black hole.

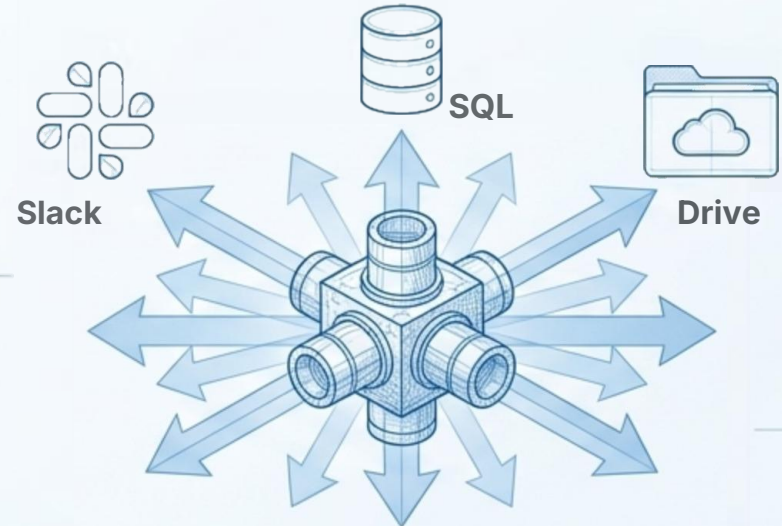
The Baseline Test: API vs. MCP

The Locked Door



- A fixed pipe; deterministic.
- Does exactly one thing (e.g., asks for a name, gets a name).
- Highly auditable; you control the

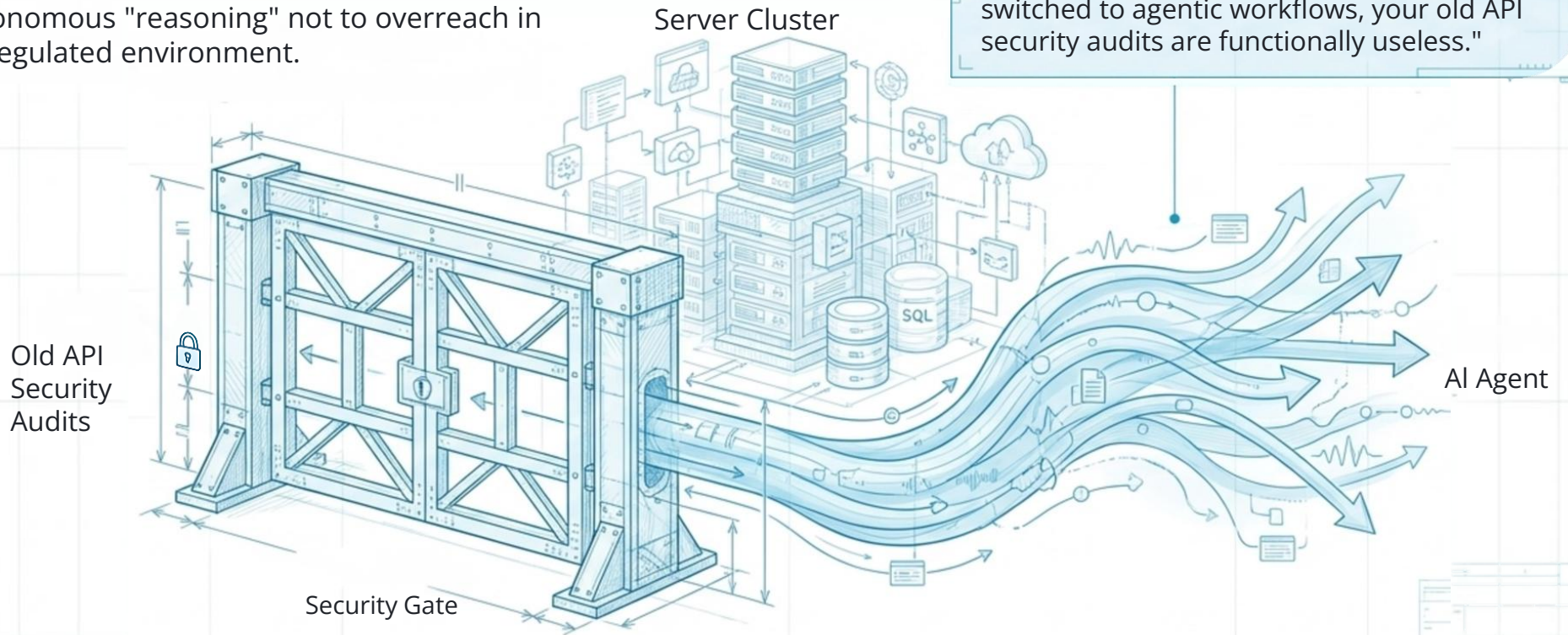
The Master Key /Universal Adapter



- Model Context Protocol: The new standard.
- A universal adapter allowing an AI agent to autonomously 'browse' internal systems.
- It is not a specific question; it is an open conversation with your entire database.

The Danger of Dynamic Context Discovery

With an API, you control the request.
With an MCP, you are trusting the AI's autonomous "reasoning" not to overreach in a regulated environment.



You are looking for a leak in a pipe while the engineering team is building a master key Missing this new surface area of data leakage is not a technical gap-it's a professional failure

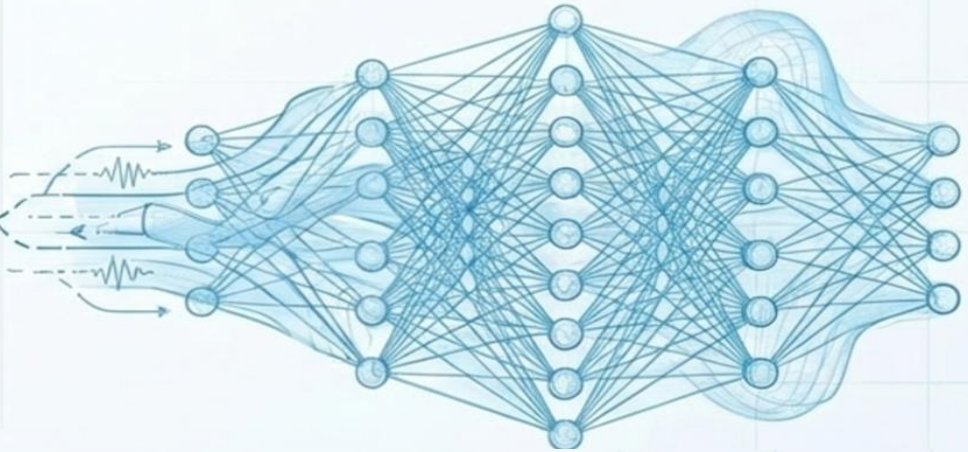
The Policy vs. Reality Trap

Welcome to the 60-70% trap. Most companies claim they have an AI policy, but a policy is just a PDF gathering dust until it is technically enforced

SharePoint PDF (The Theory)



Trained Model Weights (The Reality)



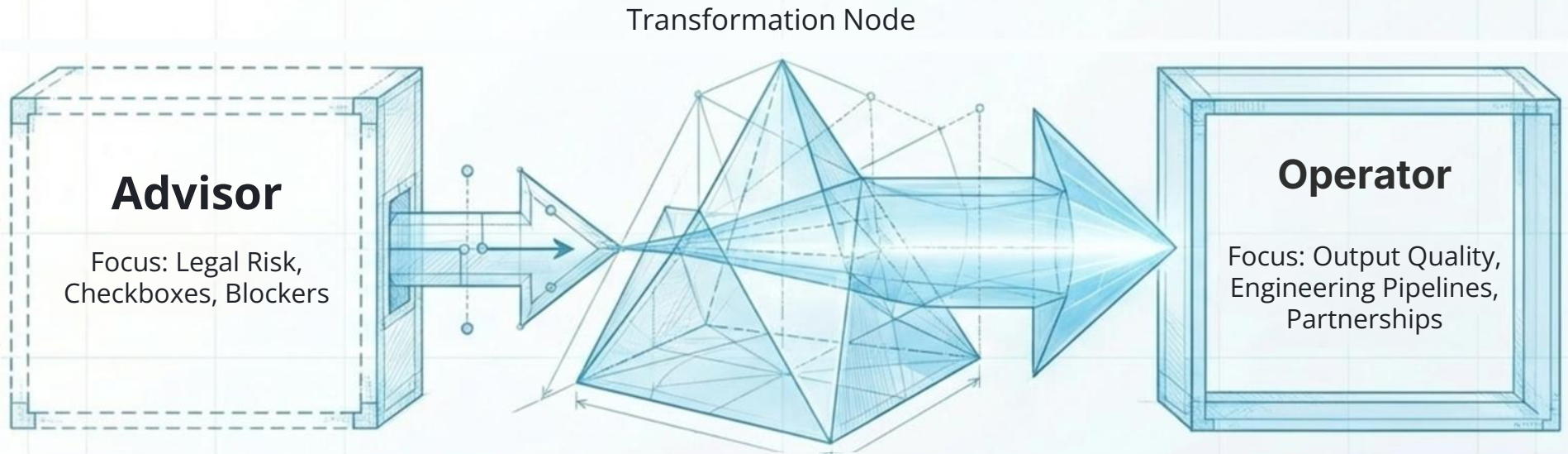
The Reality Check

Can you test your AI policy?

Can you measure your AI policy

If you can't see it, and you can't delete it, you don't have a policy. You have a wish list.

The Strategic Pivot: Quality Over Compliance



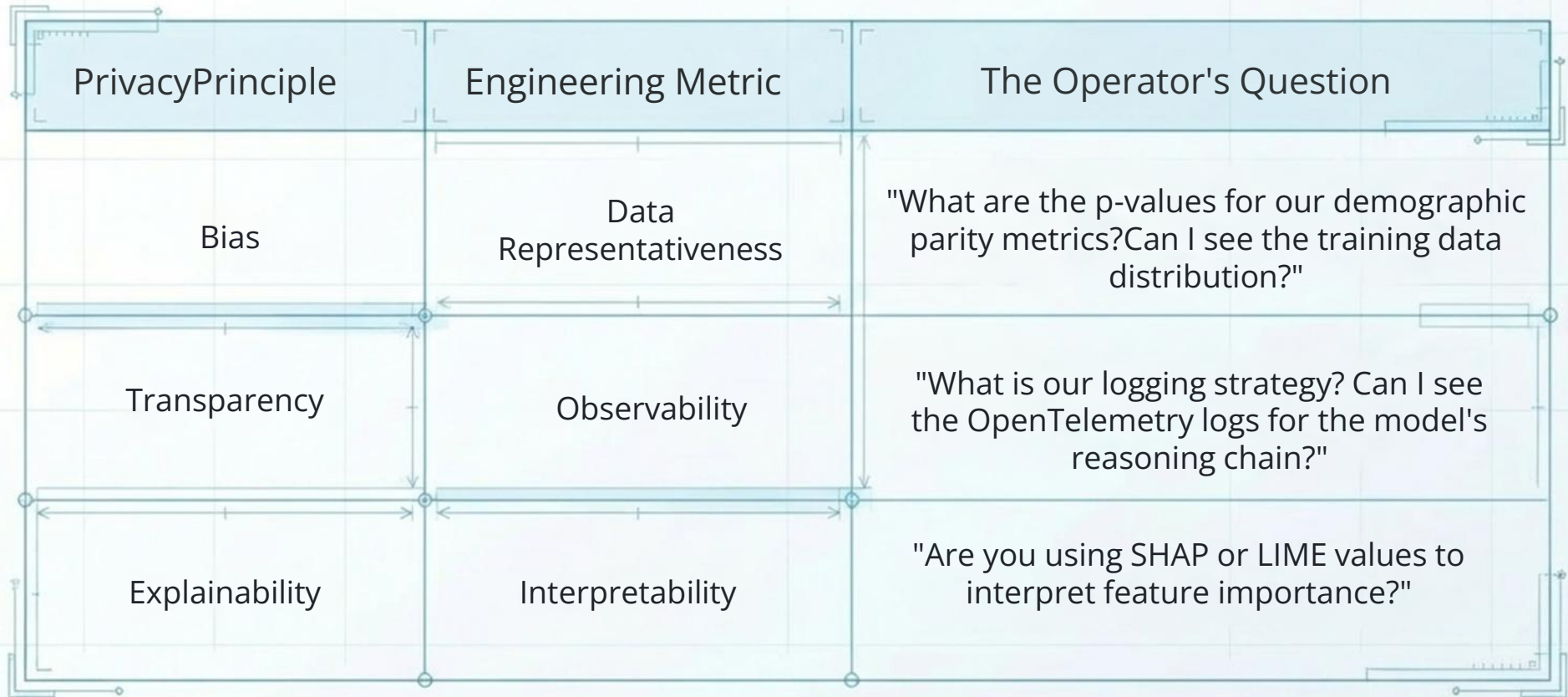
We must stop being "Advisors" hiding behind "the law says X" and become "Operators" who build technical controls directly into the engineering pipeline.

The QA Alignment: Engineering teams are already obsessed with Quality Assurance.
Stop asking if a system is compliant and start asking if it is a high-quality product.

Key Insight: If you walk into a room asking about vague 'bias,' engineers will check 'Yes' just to make you leave.
Align Privacy with Quality, and you stop being a blocker.

Principles to Metrics

High-level Privacy Principles are just Engineering Metrics in disguise.



The Operator's Roadmap

Stop Philosophizing. Start Moving.

Step 1: Assess Your House

- What does AI look like here? Are you building models, onboarding vendors, or embedding features?
- If you can't answer this clearly, advanced governance is a moot point. Know what is happening.

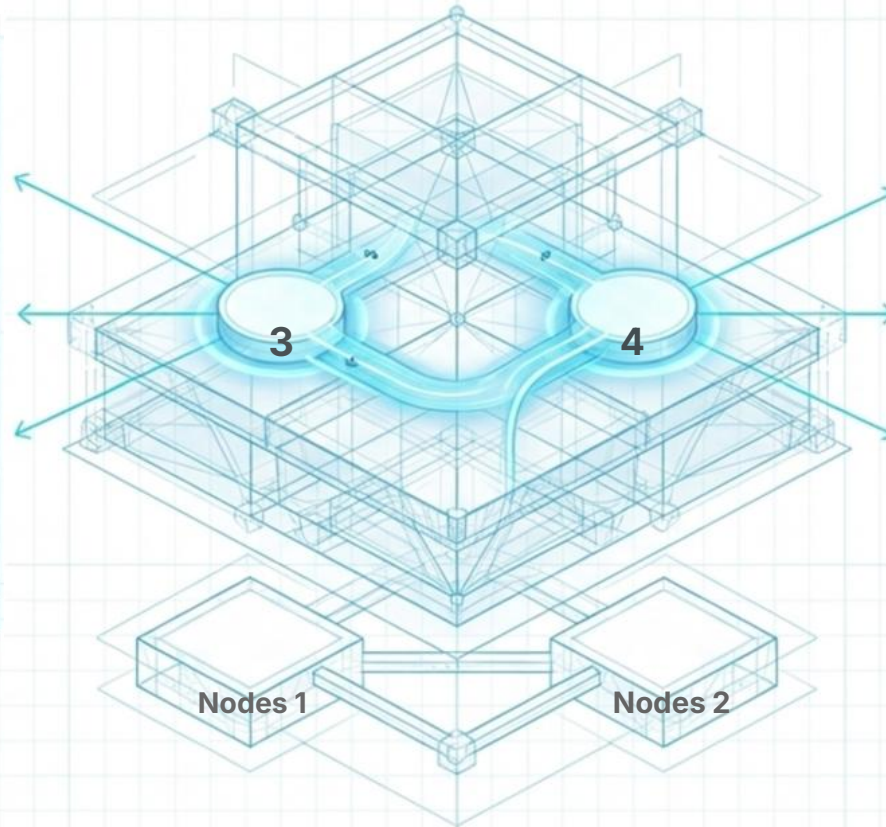
Step 2: Link to Strategy

- Loose experimentation and strict oversight aren't moral positions; they're strategic ones.
- Policy must mirror business reality. Understand the business posture, or you will either suffocate innovation or expose the company.

The Operator's Roadmap

Step 3: Move from Policy Writer to Flow Mapper

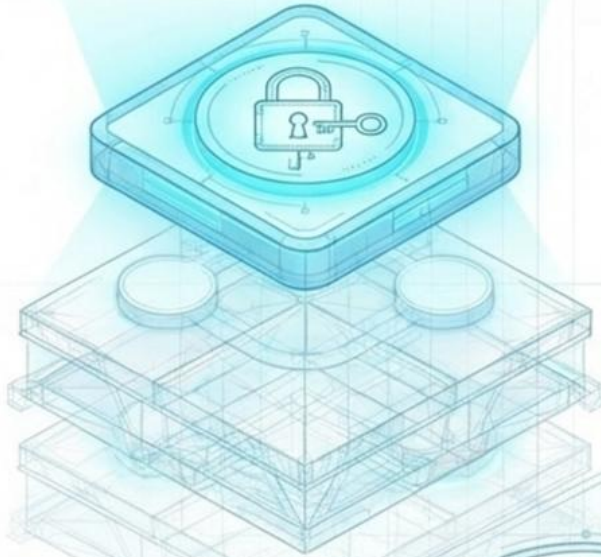
- This is Active Governance. Spend time with engineers to understand the organism.
- Ask: What data sets are used? Where does the model retrain? What happens to the logs?



Step 4: Learn the Stack

- Zoom out. Understand Cloud vs. On-Prem, Retrieval systems, and Agentic flows.
- You don't need to code; you need to contextualize risk. Master one concept at a time, just like learning a new language.

The Operator's Roadmap



Step 5: Find the Technical Teeth

- Responsible AI requires technical teeth.
- Every lawyer can define "Fairness." Almost none can quantify it or explain how to audit it within an engineering pipeline.
- If you can't connect an abstract principle to a measurable technical control, you're still just playing vocabulary games.
- Find the teeth.

The BridgeGeneration



There is a massive gap in the workforce.

- AI Natives optimize for speed, lacking "regulatory scar tissue."
- The C-Suite falls into the delegation trap.

Regulatory Compliance

AI Engineering

The Superpower:

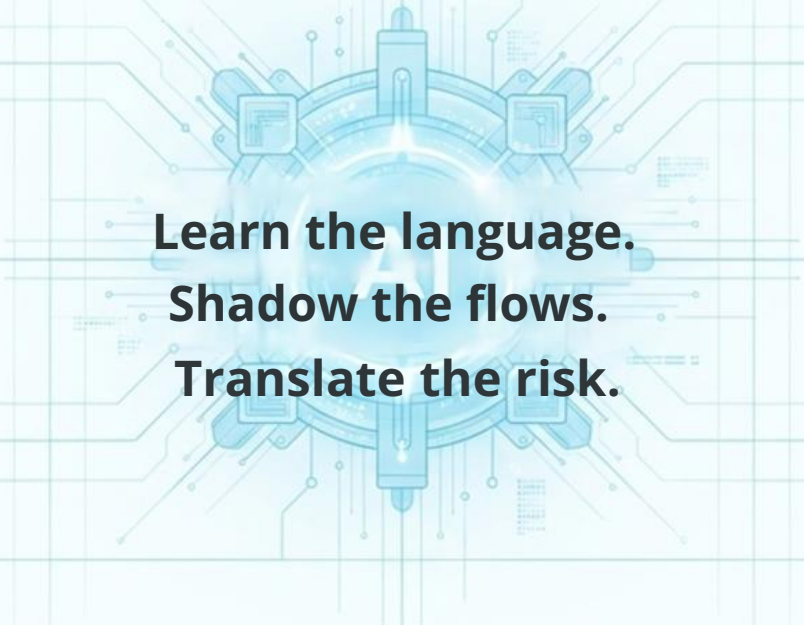
If you've been in this field for 10-15 years, you have invaluable Context. You've seen enforcement cycles. You understand the gray areas.

The Mandate:

This isn't a "junior moment." This is your leadership moment. You pivoted into privacy years ago. You learned a new language once; you can do it again.

The Move is Yours.

The governance standards are there. The rules still exist. But the lights are finally on. You can freeze, or you can lean in-awkwardly, imperfectly, intentionally



**Learn the language.
Shadow the flows.
Translate the risk.**

**Because if we don't step into this discomfort, someone else will
define governance without us.**

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