SAN DIEGO BUSINESS JOURNAL
CYBER SECURITY STEWARDSHIP AWARDS 2021

IN ASSOCIATION WITH

ACCELERATING THE CYBER INNOVATION ECONOMY
Cyber Center
CCoE
of Excellence

The San Diego Business Journal and **Cyber Center of Excellence (CCOE)** are excited to announce the winners of the inaugural **Cybersecurity Stewardship Awards.** We are honored to celebrate companies, academic institutions, municipalities, government agencies, nonprofits, and the Cybersecurity Executive of the Year, going above and beyond to innovate new technologies and solutions, seed and diversify the talent pipeline, and create a more secure San Diego.

Cybersecurity is now everyone's business. With the FBI reporting a 300% increase in cybercrimes across all industries during the pandemic and a global shortfall of 3.5 million cyber professionals, it's more critical than ever to address this systemic risk. We are so proud to see the San Diego region heeding the call and working together to develop the next generation of cyber warriors, defenses, and innovations.

Please join us in congratulating all of the amazing winners and finalists. And, many thanks to our diligent panel of judges. We appreciate your commitment to advancing the region's cyber workforce, critical infrastructure, and global market share for an industry that impacts more than 24,000 jobs and invests $3.5 billion into San Diego's economy.

— **Barb Chodos, President & Publisher, San Diego Business Journal**
— **Lisa Easterly, President & CEO, Cyber Center of Excellence**

THANK YOU TO OUR JUDGES

MACY DENNIS
Founder & Chairman
San Diego CISO Roundtable

Macy Dennis is a Global Information and Cyber Security Executive with Corporate Security experience, focusing on all aspects of Cyber, Information and Physical Security. He is a highly skilled communicator with the ability to work at all levels of the business, from "C-level" down to a "Security Professional/Practitioner". He has a proven track record for building strong successful teams within many business verticals, including Financial Services, Pharmaceutical, Electronics, ISP, and Defense.

LISA EASTERLY
President & CEO
Cyber Center of Excellence

Lisa Easterly is President & CEO of CCOE, a nonprofit addressing cybersecurity workforce, economic development and infrastructure challenges with industry, academia and government. She previously served as VP of Marketing for San Diego Regional EDC, Business Development Manager for Latham & Watkins and Founding Board Member of Cleantech San Diego.

TERESA MACKLIN
Cybersecurity Master's Program Director
CSU San Marcos

Teresa Macklin is the Program Director for the Cybersecurity Master's program at CSU San Marcos. She teaches cybersecurity classes on topics ranging from policy and legal issues to intrusion detection and incident response. She is the former Chief Information Security Officer and Associate Dean for Technology Infrastructure at CSU San Marcos, having retired from that position in 2019. She has been involved in technology infrastructure operations and information security for over 20 years.

JIM SKEEN, Jr.
Founding President & CEO
Lockton San Diego

Jim Skeen, Jr., Founding President & CEO, Lockton San Diego, leads SME teams focused on Risk Factor Solutions serving a broad range of verticals. Founding BoD, Cyber Center of Excellence. FBI Private Sector Engagement Partner. Decades of BoD and Executive Committee service focused on mission purpose, alignment, execution and results.

KRIS VIRTUE
Vice President, Cybersecurity
Qualcomm

Kris Virtue is the Vice President of Cybersecurity at Qualcomm Incorporated, a Fortune 500 company and an innovator in wireless communications, where he is responsible for the company's cyber security. Over his 20+ year tenure with Qualcomm, Kris has held numerous leadership roles across all aspects of Qualcomm's IT organization. He has over 19 years of extensive experience in cyber security, including security architecture, risk and compliance, incident response, security operations and identity management.

SCOTT ZOLDI
Chief Analytics Officer
FICO

Scott Zoldi is Chief Analytics Officer at FICO where he develops AI technology to address industry problems in financial crime, compliance, credit risk, and cybersecurity. Scott is an avid inventor of purpose-built machine learning technology to inform digital decisioning and awarded 68 patents with 43 in process.

California State University SAN MARCOS   Cyber Center CCoE of Excellence   FICO   Qualcomm   LOCKTON GLOBAL   SAN DIEGO CISO ROUNDTABLE

CONGRATULATIONS WINNERS

INNOVATOR AWARD WINNERS

Booz | Allen | Hamilton®

San Diego State University
Cyber Security Program Office

The City of
SAN DIEGO

US VALOR

CYBERSECURITY AWARENESS AWARD WINNERS

City of
CARLSBAD

eset®

San Diego East County
Economic Development Council

WORKFORCE DEVELOPMENT AWARD WINNERS

Journeys

NFAR
NATIONAL
FOUNDATION
FOR AUTISM
RESEARCH

NAVWAR

EXECUTIVE of the YEAR AWARD WINNER

PAT SULLIVAN
CEO
Pat Sullivan Consulting, LLC

SAN DIEGO BUSINESS JOURNAL

CYBER SECURITY STEWARDSHIP AWARDS 2021

IN ASSOCIATION WITH

Cyber Center of Excellence CC⊕E — ACCELERATING THE CYBER INNOVATION ECONOMY

Executive of the Year Award

Patrick Sullivan

Longtime Cybersecurity Leader Has Brush With History, Embarks on New Career

Patrick Sullivan
CEO
Pat Sullivan
Consulting LLC

■ By BRAD GRAVES

Patrick Sullivan recently finished a nearly 30 year career with the **U.S. Navy**'s information technology command, **NAVWAR**, which counts cybersecurity as one of its major areas of emphasis. As executive director, Sullivan was the highest ranking civilian in the 11,000 person, global organization.

Sullivan is the Executive of the Year in the inaugural Cybersecurity Stewardship Awards, presented by the **San Diego Business Journal** in association with the **Cyber Center of Excellence**.

"I am very honored to receive the award. I am somewhat surprised that I was nominated for it," said Sullivan, noting that many accomplished peers were also finalists. "My colleagues are well deserving of that award."

"I'm almost speechless," he said. "I'm not usually speechless. I usually have a lot to say."

A Consulting Role

Sullivan started his own business, **Pat Sullivan Consulting LLC**, following his retirement from NAVWAR in the summer of 2020. His firm helps other businesses with strategy as well as research related to potential mergers and acquisitions. In addition, Sullivan is a senior adviser with **The Roosevelt Group**, a lobbying and consulting firm in Washington, D.C.

"I enjoy being my own boss," he said. "It's good to be able to pick and choose what I want to do, chart my own path."

NAVWAR, or the Naval Information Warfare Systems Command, delivers and sustains advanced information technology, communications systems and cyber solutions to U.S. naval, joint and national forces worldwide. It supports the Department of the Navy's largest assets.

An Eventful Career

Career highlights for Sullivan included recognition by the president for his accomplishments, including work mitigating the effects of a major cyber intrusion into Navy networks. A nation state is thought to have been behind the intrusion in the early 2010s.

Sullivan led the Navy's technical and programmatic response to the cyber issue, called Operation Rolling Tide. During initial response actions he led NAVWAR's top cyber engineering team to identify actions required to contain, isolate and eradicate the intrusion, which were then executed over a two-month window. Once the initial response actions were complete, he identified required architectural changes, secured funding and then executed the plan over the following two years in order to make the Navy's networks more secure and resilient. He did this with minimal disruption to fleet operations.

He also developed and executed a digital transformation vision for the Navy's IT portfolio. The effort provides software for fighting ships in a manner that Sullivan compared to the ecosystem that supports app development for **Apple**'s App Store.

Sullivan's prior positions included executive director for the Navy's Program Executive Office for Command, Control, Communications, Computers and Intelligence,

Photos courtesy of Pat Sullivan

Pat Sullivan, in Batman T-shirt, is a runner. He was among the top finishers in the 2015 SPAWAR Halloween Fun Run. With him are other top finishers (from left) Cecilia Mitchell and Jessica Karlsson; the event's coordinator, Lt. Cmdr. Scott Hodge; and top finisher Kevin Simison.

as well as the director for Intelligence, Surveillance and Reconnaissance at the Naval Information Warfare Center, Pacific.

Potential Redevelopment

During his tenure at NAVWAR, Sullivan was instrumental in kicking off the Navy Old Town Campus (OTC) Revitalization Project, developing the vision for a technology hub in San Diego centered on a new NAVWAR facility. The signature building at the current campus is an aircraft factory from World War II, which is not ideal for the high-security work going on at NAVWAR.

One advantage to a new development, Sullivan said, is that NAVWAR contractors could have their offices near the new headquarters, and not have to commute in from Mission Valley or El Cajon.

In an interview, Sullivan recalled that the Navy had partnered with a private developer to improve its property at the foot of Broadway in downtown San Diego. By now the Navy has a new administration building and the rest of the site is envisioned as a campus for biotech companies. Why, Sullivan asked himself, could the Navy not do the same thing with its other property?

Sullivan promoted the idea among stakeholders, building a coalition of local and national leaders to redevelop the current 70-acre site into an advanced technology center.

The Old Town project, envisioned as a mixed-use development, is now undergoing environmental review. In partnership with **SANDAG**, the Navy is considering a regional transportation hub for the site.

Sullivan is upbeat about the project, saying it could do for the industrial section of Point Loma the same thing that Petco Park did for East Village.

A project could interact with the historic area of Old

Town, and make the site "a destination, not something you want to leave before it gets dark," he said.

Community Outreach

Sullivan's contributions to San Diego's cyber and high technology community have extended beyond his work at NAVWAR, from his role of founding board member of San Diego Cyber Center of Excellence to serving on the advisory boards of the **San Diego Regional Economic Development Corporation** and **University of California San Diego**'s electrical and computer engineering programs, among other posts. Sullivan is an enthusiastic advocate for cyber education, serving as a mentor to local STEM outreach programs and initiating numerous successful outreach activities with universities, community colleges and K-12 schools in Southern California.

He has a master's degree in electrical engineering and applied physics, and a bachelor's degree in electrical and computer engineering, both from UC San Diego.

Sullivan came from a military family. During his undergraduate years, he worked on integrated circuits at the Navy lab on Point Loma. Fresh out of school, he received a job offer in Carlsbad, which abruptly turned into a job offer in the greater Los Angeles area. Sullivan decided not to take the offer and went to work at the Point Loma lab, and soon pivoted from an emphasis on integrated circuits to an emphasis on intelligence and cyber capabilities.

In his free time, Sullivan enjoys running. "It helps me deal with stress," he said. For a long time he was a competitive runner. "Competing in not my thing anymore," he said, adding that he had knee surgery in June.

He enjoys skiing, counting **Snowbird** in Utah as one of his favorite spots. He also enjoys travel in the Western United States.

CYBER SECURITY STEWARDSHIP AWARDS 2021

IN ASSOCIATION WITH — Cyber Center CCoE of Excellence

Innovator of the Year Award - Academia

SDSU CYBER SECURITY PROGRAM

SDSU's Cyber Security Program Office a Unique Hub

■ By GEORGE LURIE

The **San Diego State University Cyber Security Program Office** (CSPO), winner of the Innovator of the Year Award – Acadamia, was founded in 2018 through a partnership between the **Graduate Program in Homeland Security** in the **College of Sciences**, the **Department of Management Information Systems** in the **Fowler College of Business** and the **SDSU Research Foundation**.

The interdisciplinary office is "a truly unique hub for cyber security education, research and implementation" at SDSU, said Carolyn Wheeler, director of development for SDSU's College of Sciences, who nominated the university's Cyber Security Program Office for the award.

"This office facilitates cybersecurity-focused sponsored research at SDSU while incorporating strategic community partnerships and hands-on career-focused cybersecurity student research engagement," Wheeler added.

The CSPO staff "cultivates a multi-disciplinary hive of on-campus cybersecurity subject matter expertise, including computer science, geology, engineering and business, Wheeler explained. "The office brings together diverse faculty, staff and researchers from multiple departments and programs, demonstrating the cybersecurity

Carolyn Wheeler Director of Development SDSU's College of Sciences

bleeding-edge subject matter expertise and profound cybersecurity industry experience our teams bring to each project."

Located on campus at 5500 Campanile Drive, the office is run by **Dr. Lance Larson**, co-director of SDSU's Graduate Program in Homeland Security and co-coordinator **John McMillan**, program director for research advancement at SDSU.

"Before the creation of the SDSU CSPO, faculty were siloed in their respective colleges," Wheeler explained. "Thanks to the visionary leadership of Lance Larson and John McMillan, this office provides a cohesive process for cybersecurity-related sponsored research requests – and ensures a multidisciplinary approach to the evolving threats affecting nearly everything from our bank accounts and medical records to our national security."

Dr. Larson said researchers in the office frequently collaborate with federal, state and local government agencies to protect data, technology, critical infrastructure and national security through various sponsored research projects. Contributions include cyber threat intelligence and modeling, cyberinfrastructure development,

Dr. Lance Larson Co-Director SDSU's Graduate Program in Homeland Security

data and machine learning-driven threat detection and prevention, weaponized artificial intelligence and cyber disruption response planning.

"Dr. Larson has contributed invaluable research to ongoing government projects involving such issues as cyber warfare, maritime interdiction and emergency management," Wheeler said.

Reached at his office on campus, Dr. Larson said he was "extremely honored" by the award and the recognition it brings to CSPO.

Larson said the **U.S. Navy, Department of Homeland Security,** the **Homeland Security Center of Excellence at the University of Nebraska** and local DOD contractors continue to be frequent sponsors of the cyber research and projects conducted at CSPO.

"Through this office," Wheeler added, "researchers from various disciplines address government and industry cybersecurity threats while providing real-world educational opportunities to train the next generation of cybersecurity professionals in the face of mounting deficits in the cybersecurity workforce locally and nationwide."

SAN DIEGO STATE UNIVERSITY Cyber Security Program Office

Innovator of the Year Award - Government

CITY OF SAN DIEGO

San Diego's Cyber Team Protects City's Tech Ecosystem

■ By GEORGE LURIE

The **City of San Diego**'s cybersecurity team defends America's Finest City from "millions" of potential cyber threats every month, according to **Ian Brazill**, a program manager in IT operations with the City of San Diego, the winner of Innovator of the Year Award – Government.

Brazill said the City of San Diego's cybersecurity strategy is built around "industry best practices, a multi-layered defense and continuous improvement in keeping the City's technology ecosystem up to date."

Darren Bennett, deputy director for IT architecture and engineering, serves as chief information security officer (CISO) for the City of San Diego. His cybersecurity team collaborates with all divisions of the Department of Information Technology, a city-wide security committee with representation from the City's departments, local government peers, industry experts and partnerships with the FBI and Department of Homeland Security.

**Darren Bennett Chief Information Security Officer City of San Diego**

Protecting Against Threats

Bennett's team's mission is to protect local government networks from criminal and terrorist threats in order to provide uninterrupted service to the employees and residents of the city.

City of San Diego officials learned much from the 2018 ransomware attack on the **Port of San Diego**, which was ultimately unsuccessful but did temporarily shut down some Port facilities. In that attack, according to former Port CISO **Robert Renzulli**, it took just 40 minutes for Iranian-based hackers to temporarily shut down many of the Port's key computer operating systems.

Cyber Innovation Center

"With cybersecurity concerns on the rise following several major ransomware attacks nationwide, the City of San Diego has received federal grant funding to develop a new San Diego Regional **Cyber Innovation Center** to help local agencies prevent and protect against cyber-attacks," Brazill said.
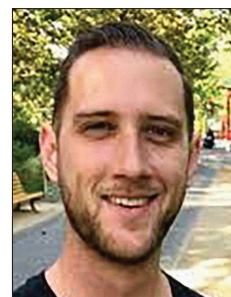
Ian Brazill Program Manager IT Operations City of San Diego

The new Cyber Innovation Center, expected to open in early 2022, will provide the greater San Diego region with "coordinated cybersecurity awareness through collaborative access to tools, intelligence and a trained and capable workforce," Brazill added. "The goal is to enhance cybersecurity resilience through timely sharing of information and analysis, and specialized training with safe environments to simulate and defend against cyber-attacks."

Brazill also said the city has formed a "working group" to help get the Cyber Innovation Center up and running. The group consists of cybersecurity experts, academics, local CEOs and public officials from across the San Diego region.

"We had this vision several years ago that we could do better as a region in terms of cybersecurity and we've been able to see it through," Bennett said. "As a region, our ability to collaborate and share threats, solutions and technology is critical with regard to our goal of enhancing cybersecurity resilience."

The City of SAN DIEGO   **SAN DIEGO REGIONAL CYBER INNOVATION CENTER**

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Innovator of the Year Award - Nonprofit

US VALOR

US Valor's Program Helps Veterans Build Cybersecurity Careers

■ By BRAD GRAVES

US VALOR has received the Innovator of the Year Award - Nonprofit as part of the Cybersecurity Stewardship Awards 2021.

The organization is standing up a Cybersecurity Apprenticeship Program focused on helping transitioning military service members and new veterans make a successful switch to working in the civilian workforce, specifically in the cybersecurity space. Lasting 18 months, the program takes new veterans through a pathway to become well qualified candidates for entry-level cybersecurity positions.

US VALOR exists to help veterans transition seamlessly from the structure and organization of military life into the civilian workforce by providing valuable technical training in cybersecurity, along with essential power skills (or soft skills) to prepare them for demanding job opportunities that await.

"We are incredibly excited and honored to receive this award," said **Kelly Kendall**, president and executive director of US VALOR. "It is great timing and we are about to do great things."

**Kelly Kendall
President and
Executive Director
US VALOR**

From the Marines to Business

Kendall served in the infantry in the **U.S. Marine Corps** and is a disabled veteran. He is also CEO and president of **KNC Strategic Services** in Oceanside. He has 24 years of experience in sales, marketing and IT, with a background in B2B sales, B2C sales, sales management and marketing within the information technology and financial services industries. He has an MBA from **Colorado Christian University** and a bachelor of science in business management from the **University of Phoenix**.

He said they have been formulating the US VALOR concept for three years and actively working on it for two.

Kendall recalled that his own transition from military to civilian life, in 1996, was difficult. "It's always hard getting out," he said. Some employers don't understand the military experience, and don't see that skills learned in the military can be transferred to civilian work. A common career path is to go into police or fire departments, but that option was not available to Kendall. He was finally able to prove himself in a sales job.

Kendall is now ready to help a new generation of people getting out of the military.

Veterans Advancing

US VALOR stands for U.S. Veterans Advancing Through Learning, Opportunities and Resources. It is a California-based 501(c)(3) nonprofit. Its Cybersecurity Apprenticeship Program (CAP) is a **Department of Labor** Registered Apprenticeship Program (RAP) within the cybersecurity employment space for the training of transitioning military service members and new veterans to prepare them for meaningful, gainful and long term employment within emerging local, national and global marketplaces.

The organization's goal is to change the story of how difficult transitioning can be — primarily by having a program designed and ready for new veterans; a program not just to train them in technical and business knowledge, skills and abilities but also to train them in the soft and life skills they will need to become valued employees.

US VALOR says it benefits from a great board of directors and advisory board, as well as great support from employers, the community and the cybersecurity industry.

Cybersecurity and information technology are areas that Kendall is very familiar with. His business, KNC Strategic Services, offers a variety of cybersecurity and information technology services. These include compliance consulting, mock compliance audits, risk management and assessment, penetration testing and vulnerability analysis, insider threat analysis, data identification and classification, disaster recovery analysis and planning, cybersecurity support and staffing, cybersecurity systems integration, cloud migration and management, as well as Microsoft 365 migration and implementation. KNC Strategic Services counts large government agencies and large corporations as clients.

US VALOR

Innovator of the Year Award - Private Sector

BOOZ ALLEN HAMILTON

Booz Allen Hamilton Brings Innovation to the Table

■ By BRAD GRAVES

Booz Allen Hamilton (NYSE: BAH) won an Innovator of the Year Award - Private Sector as part of the Cybersecurity Stewardship Awards 2021.

As one of the world's largest cybersecurity solution providers, Booz Allen has defended against some of the most advanced and persistent cyber threats and is responsible for securing 80% of the dot-gov enterprise. For nearly four decades Booz Allen's elite cybersecurity teams have fought at the digital frontlines. Booz Allen clients include Fortune 500 and Global 2000 companies, essential services and critical infrastructure, and nearly every federal, defense and intelligence agency. The firm's deep expertise is earned through real-time cyber operations, leading-edge technical innovations, critical large-scale incident responses and advanced cyber threat intelligence.

"We are grateful for this recognition of our impactful and innovative work in cybersecurity," said **Scott Sautter**, vice president at Booz Allen and leader of the firm's West Coast operations in network engineering, information technology, infrastructure, cybersecurity and systems engineering. "We are proud that our continued efforts supporting client missions across the federal, defense and commercial sectors are helping to keep our clients secure and our nation safe."

**Scott Sautter
Vice President
Booz Allen Hamilton**

Navigating Complexity

For more than 100 years, military, government and business leaders have turned to Booz Allen Hamilton to solve their most complex problems. As a consulting firm with experts in analytics, digital, engineering and cyber, Booz Allen helps organizations transform. The company is a key partner on some of the most innovative programs for governments worldwide and trusted by its most sensitive agencies. Booz Allen works shoulder-to-shoulder with clients, using a mission-first approach to choose the right strategy and technology to help clients realize their vision. With global headquarters in McLean, Virginia, Booz Allen Hamilton employs approximately 28,600 people globally, and had revenue of $7.9 billion for the 12 months ended March 31, 2021.

The Defensive Line

Booz Allen develops cyber tools to provide actional assessment, integration, security and testing capabilities. Its advanced real-time cyber defense capabilities reduce vulnerabilities, identify threats and enable faster detection and reduced response time. With decades of experience, Booz Allen is reimagining cybersecurity to identify cyber vulnerabilities, help organizations meet the evolving cyber threat landscape and protect critical infrastructure, drawing on predictive intelligence tools and data and network analytics.

Booz Allen applies predictive intelligence tradecraft to help clients prevent and mitigate cyber threats more quickly — with a better understanding of the risks.

Booz Allen is using this same approach today in support of the **U.S. Department of Homeland Security**'s (DHS) Continuous Diagnostics and Mitigation (CDM) program.

STEM Education

Booz Allen supports inclusive STEM educational opportunities through sponsorships and volunteerism. The business is an annual sponsor of the **USS Midway Museum**'s "No Child Left Ashore" scholarships for Title I schools, enabling diverse and low income schools to participate in STEM-focused educational field trips aboard the Midway. During the COVID-19 pandemic, Booz Allen sponsorship funds also supported Midway virtual STEM programming for students.

Booz Allen sponsors cybersecurity workshops for **Girls Scouts** in San Diego, teaching basic cybersecurity principles and serving as mentors to scouts interested in pursuing STEM careers. Booz Allen also supports veterans transitioning to cybersecurity or other STEM fields through program sponsorships, volunteering and mentoring with organizations such as **Hiring Our Heroes**, **Troops to Engineers**, and **Onward to Opportunity**.

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of Excellence

Cybersecurity Awareness of the Year Award -- Nonprofit

EAST COUNTY ECONOMIC DEVELOPMENT COUNCIL

East County EDC Takes Regional Role in Cybersecurity

■ By GEORGE LURIE

The **East County Economic Development Council** is the 2021 Cybersecurity Awareness of the Year Award – Nonprofit. **James Sly**, who became the East County Economic Development Council's new CEO earlier this year, has taken a leading role regionally in the battle to protect small businesses from cyber threats.

Sly helped the East County EDC obtain new grants supporting a number of projects, including the creation of the **East County Small Business Development Center** (SBDC) and CASCADE II, a program funded by the **U.S. Department of Defense** (DoD) Office of Local Defense Community Cooperation (OLDCC) managed by the **California Governor's Office of Planning and Research** supporting business resilience through cybersecurity.

In its CASCADE II work, East County EDC developed a toolkit of resources to help SBDCs assist small businesses as they implement appropriate cybersecurity policies and practices.

In additional work for the CASCADE II grant, East County EDC collaborated with the **Cybersecurity**
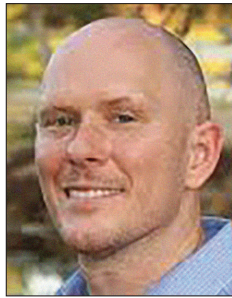
James Sly
CEO
East County EDC

Center of Excellence (CCOE) on its expansion of the Cyber Career Map to include real-world Work-Based Learning opportunities for individuals pursuing cybersecurity careers.

Cybersecurity Hub

Sly joined the East County EDC in 2012 as a program manager tasked with helping the Department of Defense and Defense Logistics Agency fine-tune their procurement systems to make government solicitations more attractive to U.S. manufacturers, especially small and medium-sized businesses. He has also focused much of his attention recently on cybersecurity, an effort that has reached an increasing number of East County businesses as well as those in San Diego and California.

"The East County EDC for the past few years has been critical for work developing cybersecurity resilience for small business, in particular related to Department of Defense contracting," said **Daniel Fitzgerald**, who nominated Sly and the East County EDC for the 2021 Cybersecurity Awards.

Fitzgerald directs **Southwestern College's Center for**

Daniel Fitzgerald
Director
**Southwestern College**
Center for Business
Advancement

Business Advancement.

"The DOD already has in-place cybersecurity requirements for its contractors .. that has increased demand for small business training and resources. The proposed Cybersecurity Maturity Model Certification program could significantly ramp up the need for cybersecurity resources for small businesses," Fitzgerald said.

Through the CASCADE program with the State of California, East County EDC officials have been able to develop new curricula and training programs focusing specifically on cyber security for small businesses.

The East County EDC offices, located at 127 E. Lexington Ave in El Cajon, have now become a hub of cybersecurity support for area businesses.

"Our East County EDC team has been at the forefront of creating common sense and actionable cybersecurity training programs for small businesses," Sly said. "It is our intent that cybersecurity become as foundational to operating a successful small business as are financial systems, talent development and risk management. We view cybersecurity as a means to gain a competitive advantage as well as a risk management strategy."

San Diego East County Economic Development Council
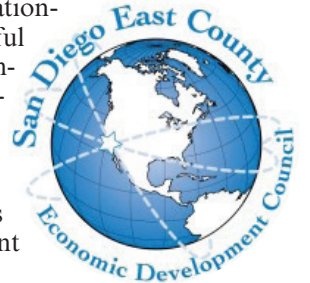
Cybersecurity Awareness of the Year Award – Private Sector

ESET

ESET Urges Community to Stay Vigilant Online

■ By BRAD GRAVES

ESET received the Cybersecurity Awareness of the Year Award - Private Sector during the Cybersecurity Stewardship Awards 2021.

ESET offers award-winning anti-malware solutions — including software — in more than 200 countries around the world. For over three decades, ESET has been providing innovative cybersecurity solutions and helping its users enjoy safer technology.

A Logical Next Step

"ESET thanks you, San Diego," said **Brent McCarty**, president of ESET LLC. "We are honored to be recognized for our efforts in supporting our community and to help bring awareness of the risks associated with cybercrime. With the increase in cyberattacks, ransomware and everyday growing threats to businesses and individuals, it has never been more important to ensure company employees understand the threats and how to mitigate risk through best practices in utilizing technology."

"With ESET's more than 30 years of experience protecting businesses and consumers with our comprehensive security product offering, a natural next step was to introduce cybersecurity awareness training. Our cybersecurity training includes an engaging gamified interface including a phishing simulation tool that makes the content fun and accessible to employees in all fields.

The built-in reporting provides management and HR leadership teams with full visibility into employee completion status which also helps ensure compliance with and reduction of cyber risk insurance premiums. Whether a large enterprise or small business, Cybersecurity Awareness training is no longer an option, it is a necessary compliance requirement, and we are proud to share our knowledge."

Many Presenters in Outreach Effort

ESET has partnered with the city of Carlsbad to provide cybersecurity awareness training to eligible organizations. By providing such training, employees can practice safer cyber hygiene and protect their and their employers' data and intellectual property. ESET through the **ESET Foundation** in the past has provided cybersecurity training to any groups that were interested in becoming cyber safe.

"ESET has partnered with the San Diego **Cyber Center Of Excellence** (CCOE) and a number of other community cybersecurity organizations to deliver a pilot Awareness, Education and Preparedness program to small and medium businesses in the City of

Brent McCarty
President
ESET LLC

Carlsbad jurisdiction," said **Chad Nelley**, executive vice president of operations with ESET. "Together with the City of Carlsbad and the CCOE, ESET is providing cyber awareness training and phishing simulations to companies in the Carlsbad region that have signed on as part of the City of Carlsbad's efforts to promote cyber hygiene to their business community in an effort to fortify and secure regional economic development efforts."

During a May 18 program, ESET presented along with the **Federal Bureau of Investigation** (FBI), CCOE and **RiskRecon** to Carlsbad businesses with fewer than 100 employees. ESET presented its Cybersecurity Awareness Training and provided a free 90-day license to these businesses whereby they could train their employees to keep them and the business cyber-safe.

Though not recognized with this particular award, ESET has also played a significant role in developing the future cybersecurity workforce, in part through annual scholarships for women studying in the STEM/cybersecurity field.

eset®

Cybersecurity Awareness of the Year Award – Government

CITY OF CARLSBAD

City Creates Cybersecurity Program for Small Businesses

■ By GEORGE LURIE

Carlsbad is "brimming with innovation and globally recognized companies across diverse industries," said **David Graham**, chief innovation officer for the City of Carlsbad. "With a population of 115,000, this community really punches above its weight."

The **City of Carlsbad**, winner of the 2021 Cybersecurity Awareness of the Year Award -- Government has been extremely proactive in its approach to cybersecurity – and making sure city businesses have access to all the latest tools and information to best protect themselves from cyber attacks.

Recently, Carlsbad city officials partnered with the **Cyber Center of Excellence** (CCOE) to create the Cybersecurity Awareness for Small Business program, which provides cybersecurity training and risk assessments to Carlsbad-based businesses that could be vulnerable to cyber threats.

Supporting 250 Small Businesses

The program, funded by the city, aims to support up to 250 small businesses in Carlsbad.

Launched in the summer of 2021, Graham said the pilot program serves as a "test ground to raise regional cybersecurity awareness and preparedness" through collaboration with the local

**David Graham
Chief Innovation
Officer
City of Carlsbad**

cybersecurity industry.

A case study is currently being developed to scale the learning from the program and grow it nationally by showcasing how to put the digital economy to work "for everyone, everywhere," Graham said.

"By deploying data insights, technology and human capital to tackle pressing global challenges, the city hopes to support a greater ecosystem of sharing between small business, the public, and private sectors," he added. "The collaborative case study aims to work with its partners to share the learning and provide a model to over 500 cities in 50-plus countries."

Collaboration is the Key

The pilot program's second cohort is already underway, and Graham said another North County city has signed on to participate in the program. "In a very short time this program could scale to cities across the region, state, nation and globe," Graham said.

Graham said the program also is moving to

engage with Carlsbad's largest businesses "to identify supply chain companies that can participate with the goal of enhancing cybersecurity awareness not just with individual businesses but with their networks as well."

Sharing Models

"As a local municipal government, the city is in the business of developing programs and policies to enhance cybersecurity awareness and improve resiliency," Graham said.

"As programs and policies are developed, the city looks to implement models that can be shared with other cities to help improve cybersecurity not just in Carlsbad, but around the country."

Workforce Development of the Year Award – Nonprofit

NATIONAL FOUNDATION FOR AUTISM RESEARCH

NFAR Finds Unique Talent, Builds Cyber Workforce

■ By BRAD GRAVES

With more than 500,000 unfilled cybersecurity jobs in the U.S., a team comprised of the **Cyber Center of Excellence** (CCOE) and San Diego's cyber employers have been collaborating with regional partners to seed and diversify the talent pipeline in this fast-growing industry.

The **National Foundation for Autism Research** (NFAR), a San Diego nonprofit that serves more than 2,200 individuals with autism in San Diego annually, has been working with industry to develop a cybersecurity autism training and internship program called NFAR Cyber. With 1.1 million autistic individuals aging into adulthood over the next decade and a national autism unemployment rate of 85%, there is a desperate need for training options that help those with autism prepare for and find employment.

Since 2015, NFAR has worked to flip the script on autism employment with comprehensive vocational training programs that uniquely integrate work expectations and social skill development into a vocational curriculum for jobs of the 21st century, and boasts an 86% placement rate for its graduates.

NFAR is the recipient of the Workforce Development of the Year Award - Nonprofit.

"At NFAR, we are very honored to have received this award," said **Juan Leon**, president, board chairman and founder. "We believe this recognition is a great opportunity to raise industry awareness about individuals with autism, and the talents and abilities that they can bring to the cybersecurity field. Thank you **San Diego Business Journal** for making these awards possible!"

Developing Curriculum

Working with industry helps NFAR develop a training curriculum that meets industry standards and offers the cyber industry the types of new hires they need.

Modeled after NFAR's successful NFAR Tech, NFAR Cyber is a comprehensive training and internship program combining technical skills acquisition with soft skills training, and preparation for industry recognized certification. Autism specific, it is the first of its kind in San Diego, and designed to help launch careers in cybersecurity

**Juan Leon
President, Board
Chair and Founder
National Foundation
for Autism Research**

— a field to which many with autism are well suited because of strengths such as strong attention to detail and patterns, sustained focus, technical savvy and trustworthiness.

Additionally, NFAR works with industry to find work internships and longer-term employment opportunities for its graduates, as well as provide on-site diversity best practices trainings and assistance where needed. This has led to great success in finding employment opportunities for the autism community. To date, NFAR's various vocational programs have secured more than 120 placements and have an 85% retention rate two years post-graduation with companies such as **Solar Turbines**, **Qualcomm**, **Qualitest**, **Viasat** and **UC San Diego**. These programs are helping connect skilled individuals with autism with local jobs and careers in the 21st century market.

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IN ASSOCIATION WITH

Cyber Center CCOE of Excellence
ACCELERATING THE CYBER INNOVATION ECONOMY

Workforce Development of the Year Award – Private Sector

JOURNEYS MAP

Co's. 'Mapping' Platform Helps Users Navigate Cyber Career Path

■ By GEORGE LURIE

Journeys Map's revolutionary software platform aids individuals considering cybersecurity careers – a well as those already involved in cybersecurity. The company's interactive learning maps function much like **Google Maps** – and also serves users in tech, blue-tech, biotech, defense, military tracks and any other career cluster.

San Diego-based Journeys Map is the 2021 Workforce Development of the Year Award – Private Sector winner.

The company's interactive learning map allows individuals to match their profile to current and future work opportunities, with users selecting a career destination based on interests and skills.

Scott Sibley
Director
Journeys Map

Patented Technology

Through patented technology, Journeys Map provides users with thousands of education, training and career choices, along with data provided by the U.S. Department of Labor covering over 1,800 occupations.

"Each destination has a comprehensive dashboard of information and valuable resources," Company Director **Scott Sibley** said. "User profile information of accomplishments is used to create a personalized pathway from their current job and responsibilities to their next career of choice."

The personalized pathway is viewable on an interactive cybersecurity map powered by the NICE Framework, among other data sources.

Career Map

In 2021 the San Diego **Cyber Center for Excellence** (CCOE) and Journeys Map launched a new and improved Cyber Career Map featuring an interactive dashboard, skills and interest assessments as well as community college catalogs, military to commercial tracks and work-based learning resources.

"During the entirety of the project, Journeys Map completed cross walking and updating 25,000 MOS codes to almost 2,000 SOC codes and 2,000 COS codes," Sibley explained. "The project made it possible to create a journey from any MOS code to any SOC code, while passing through thousands of degree and certifications options."

Sibley said Journeys' Cyber Career Map has now been adopted by the **California Division of Apprenticeship Standards, California State University San Marcos, National University, San Diego Community College District, San Diego State University, University of California San Diego and University of San Diego**.

Partners

Nonprofit partners include **National Defense Industrial Association, San Diego Regional EDC, San Diego East County EDC, San Diego Military Advisory Council and San Diego Workforce Partnership.**

"The entire Journeys Map team is thrilled to receive this recognition from the San Diego Business Journal," Sibley said. "We could not have done this without our amazing partners at CCOE. Over the years ahead the cyber map will continue to grow and serve both our local audience in San Diego, as well as nationwide, in the rapidly growing field of cybersecurity."

Journeys

Workforce Development of the Year Award – Government

NAVAL INFORMATION WARFARE SYSTEMS COMMAND (NAVWAR)

U.S. Navy's IT Command Gives Students a Taste of Cyber

■ By BRAD GRAVES

The Workforce Development of the Year Award - Government went to **NAVWAR,** also known as **Naval Information Warfare Systems Command.**

As the region's largest cyber employer, NAVWAR partnered with **Cyber Center of Excellence** (CCOE) to develop criteria for student-employees and a template to reach underrepresented populations and increase diversity and inclusivity in the cyber talent pipeline through local universities, colleges and continuing education providers.

"We are honored to be recognized with a Cybersecurity Stewardship Award," said **John Pope**, NAVWAR's executive director. "As a significant cyber employer in the region, we are proud to pursue initiatives that strengthen the diversity and inclusivity in the cyber talent pipeline. This not only helps position San Diego as a global hub of cyber innovation, but also enables us to attract and retain the high tech workforce we need to execute our growing and critical mission for the U.S. Navy."

NAVWAR identifies, develops, delivers and sustains information warfighting capabilities and services that enable naval, joint, coalition and other national missions operating in war fighting domains from seabed to space and through cyberspace. NAVWAR consists of more than 11,000 civilian, active duty and reserve professionals located around the world.

Multiple Partnerships

CCOE and NAVWAR launched the workforce development program with **San Diego Community College District**. To date NAVWAR has hosted in-person or virtual career events with San Diego

John Pope
Executive Director
NAVWAR

Community College District, **Southwestern College**, **San Diego Continuing Education** and **National University** and have programs planned with San Diego Continuing Education, **CSU San Marcos**, Southwestern and San Diego Community College District in 2022.
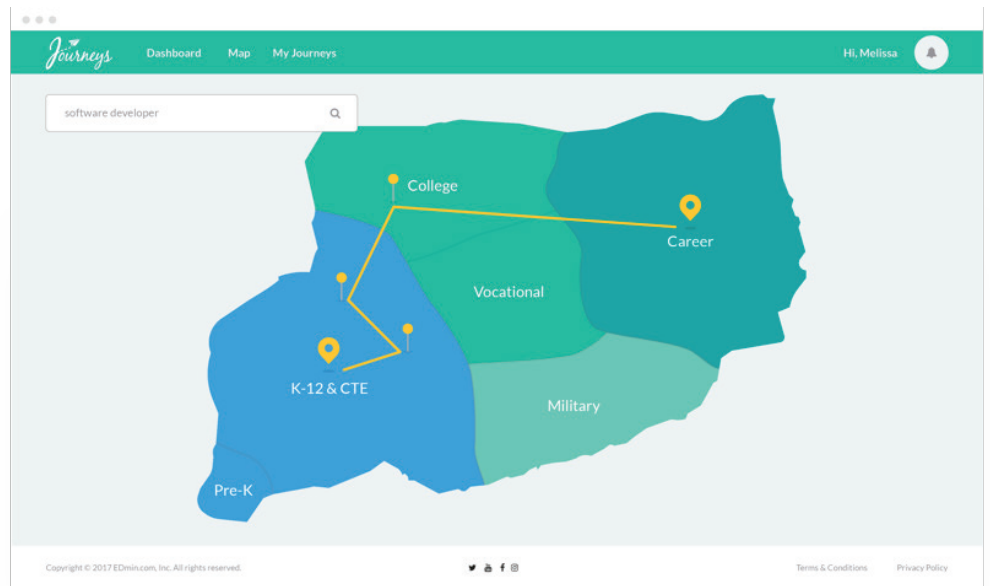
So far, 25 students have been hired into student-employee roles with five additional onboarding this fall.

NAVWAR and CCOE provide the academic institution with the student-employee criteria. The academic institution promotes the opportunity and creates the cohort based on their student applicants that meet the criteria. Then, NAVWAR and CCOE host information sessions for the cohort to prepare them for interviews (including resume templates, tips and a demonstration of CCOE's Cyber Career Map). Next, CCOE sends confirmed employers the resumes to review and identify who they want to interview. Then, NAVWAR hosts a virtual speed dating event, follow-up interviews take place, all are tallied and offers are made.

NAVWAR partnered with CCOE, **San Diego Workforce Partnership** (SDWP), **City of San Diego**, **San Diego Regional Economic Development Corp.** and others on a regional cyber talent pipeline called CyberHireSD. Funded by a grant from the **James Irvine Foundation**, CCOE will lead new cyber employer engagement and talent pipeline management for incumbent workers in IT and cybersecurity roles. CyberHireSD is expected to serve 185 participants during the two-year grant. Among those participants, 90% are expected to complete training activities and receive at least one industry recognized credential; about 80% who were previously unemployed will gain employment; and about 1% of incumbent workers will get promotions or pay raises through this grant.

NAVWAR

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NFAR — NATIONAL FOUNDATION FOR AUTISM RESEARCH

NATURALNETWORKS

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SAN DIEGO REGIONAL EDC

San Diego East County Economic Development Council

San Diego Workforce Partnership

San Diego State University — Cyber Security Program Office

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Cybersecurity Program
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