



CYBER CENTER OF EXCELLENCE  
ANNUAL REPORT

2016



In 2016, CCOE gained considerable momentum in **workforce development, creating new business opportunities and fostering collaboration in the cyber community.** In tandem, we evolved our website, communications strategy and social media channels to connect with the cyber community.

Too often San Diego worries about falling behind Silicon Valley or the East Coast, but the Economic Impact Study we released this year shows we have the talent and technology to punch above our weight. San Diego's premier educational institutions, existing industry base and robust Department of Defense assets produce not only the cyber workforce but also the innovation needed to protect our nation.

We thank you for your continued support in advancing the region's cyber workforce, infrastructure and global market share for a robust industry that already supplies 16,500 jobs and invests \$1.9 billion into San Diego's economy.

Here's to our next milestones!

*Kenneth D Slaght*

Rear Admiral Kenneth Slaght, USN, Retired  
CCOE Co-Chair & President



CCOE MISSION

Cyber Center of Excellence is a non-profit dedicated to accelerating San Diego's cyber economy and positioning it as a global hub of cyber innovation.

CCOE CONTACT

**Rear Admiral Ken Slaght, USN, Retired**  
CCOE Co-Chair and President

**Lisa Easterly**  
CCOE Chief Operating Officer

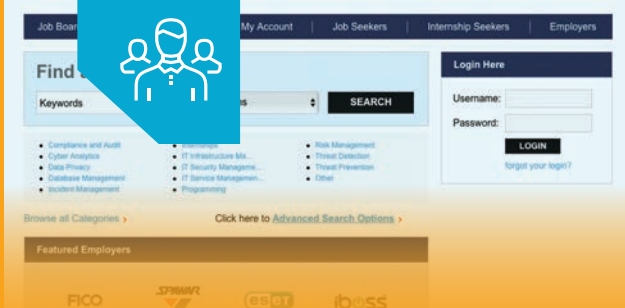
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## JOB BOARD

CCOE's San Diego cybersecurity job board hosted more than 5,800 applications for 547 jobs with 30 organizations in 2016 to connect veterans, students, recent grads and seasoned professionals with career opportunities in the region.

*"San Diego's two-year effort to build a cluster of technology expertise around cybersecurity is taking root, with an estimated 14.7 percent increase in cyber jobs since 2014."*

• U-T San Diego, June 23, 2016



## TALENT PIPELINE

In partnership with CSUSM, SDSU, UC San Diego and USD, CCOE launched a talent pipeline for members with access to top graduates, interns, career fairs and shared best practices. CCOE teamed with EDC to host 7 Link2Cyber symposiums with these university partners along with the Navy and University of Phoenix to introduce veterans, high school and college students to San Diego cyber career paths. CCOE also added a Cyber Career Accelerator to the website, mapping trainings and certifications for those looking to jumpstart a career in cybersecurity.

*"CCOE's efforts seed the talent pipeline to meet the ever-growing cybersecurity workforce demand and provide a clear path to success for high school students to veterans to post-graduate professionals."*

• Winnie Callahan, Director, Center for Cyber Security, Engineering and Technology, USD



## SAN DIEGO'S CYBERSECURITY INDUSTRY ECONOMIC IMPACT STUDY

CCOE released the 2016 study to define the role of cybersecurity in the tech ecosystem, quantify the growing economic impact, understand employer sentiment, analyze growth and changes since 2014 and dive deeper into the region's workforce needs. And the news is good...there has been a 14 percent direct job growth and 26 percent economic impact increase since EDC's 2014 analysis!

*"This study shows how the convergence of the innovation economy, education and research and the Department of Defense presence creates a fertile ecosystem for companies and talent."*

• San Diego Mayor Kevin Faulconer, U-T San Diego, June 23, 2016



## THOUGHT LEADERSHIP

In 2016, CCOE hosted the EIS launch, Navy's Cyber Leadership Tour, General Counsel and IT Management Roundtable and multiple Stakeholder Forums in the region. Our Board provided key content for 16 events with Biocom, LEAD, NDIA Gold Coast, Port of San Diego, REBOOT, SD Hacks, SPAWAR's Industry Executives Council, UOP CyberCon, USD GenCyber Camp and Xconomy. CCOE's Co-Chair & President, RADM (Ret) Ken Slaght serves on the Governor's Military Council and co-chairs the National Initiative for Cybersecurity Education (NICE)'s Workforce Committee representing San Diego's cyber interests.

*"Since cyber threats have no geographic or industry bounds and the need for qualified cybersecurity workers is increasing, our hope is for CCOE and San Diego to serve as a template to mobilize other regions. Together we can grow our nation's next generation of cyber leaders and innovations."*

• Scott Zoldi, Chief Analytics Officer, FICO



## MARKETING & COMMUNICATIONS

CCOE evolved its website, collateral, LinkedIn and Twitter channels for the cybersecurity community to connect on industry news and events, best practices as well as career and business opportunities. CCOE helped launch SDBJ's Cybersecurity List in the Book of Lists and secured coverage in Forbes, U-T San Diego, San Diego Business Journal, San Diego Magazine, Xconomy, Cyberwire, Military.com, ITSP Magazine, KUSI, CW 6, NBC 7 and CBS 8 highlighting San Diego's robust cyber industry.

*"While it is reasonably safe to say that other cities are easier to hack than San Diego, the cybersecurity aspect is something that will be increasingly important to other Smart City pioneers. In San Diego, smart means safe and that will be the keystone of all of its possible futures."*

• Forbes, August 9, 2016



## MEMBERSHIP

In 2016, CCOE grew to 25 members, 21 directors and 8 advisors representing the commercial and defense industries, academia, local government and the military and intelligence community coming together to accelerate the region's cyber economy.

*"CCOE brings together the brightest minds in the industry, government and academic community to not just identify challenges and opportunities, but to roll up their sleeves and collaboratively move the needle."*

• Bryan Kissinger, Ph.D., CISO, Sharp Healthcare

## REVENUE

### Membership and Sponsorship Revenue



## EXPENSES

### Program & Initiatives



### Marketing & Communications



### Management & Operations



## RESERVES

*\*Accounting on accrual basis*

