



\$4 BILLION
TOTAL ECONOMIC IMPACT

BY THE NUMBERS

The cybersecurity economic impact is greater than hosting 24 Comic-Cons each year!

13,383

Direct Jobs
8% increase*

26,000

Total Jobs
Impacted
10% increase*

8%

Projected Cyber
Employment Growth
in the next 12 months

50,000

Cybersecurity-Related Talent
Call San Diego Home

*Source: CCOE and San Diego Regional EDC's Cybersecurity is Everyone's Business: San Diego's Cyber Industry Study, June 2023 and CCOE and San Diego Regional EDC's Securing the Future: AI and San Diego's Cyber Industry Study, June 2021

CYBER CENTER OF EXCELLENCE (CCOE)

Founded by a collection of world-class cyber companies with operations in San Diego, the Cyber Center of Excellence is a nonprofit that mobilizes businesses, academia and government to grow the regional cyber economy and create a more secure digital community for all. By capitalizing on San Diego's unique strengths, CCOE's programs and initiatives aim to:

- Increase regional cyber resiliency
- Seed and diversify the talent pipeline
- Drive collaborative cyber innovation

CCOE was created to leverage the abundance of cyber talents and resources currently in place in the San Diego area, enlist local organizations who have a stake in cybersecurity and the economic vitality of our community, and establish San Diego as a national leader for products and services that are in high demand across the globe.

SAN DIEGO'S CYBER ECONOMY

The San Diego region is ideally positioned to capitalize on the ever-growing global demand for cybersecurity products and services.

A Vibrant Innovation Economy

San Diego's entrepreneurial environment includes incubators, financiers, experienced service providers and nonprofits that support more than 1,000 firms focused on cybersecurity.

Education and Research

San Diego's universities and colleges annually graduate 3,672 students across 45 programs in the cybersecurity, computer science and engineering fields. These institutions also support cutting-edge research through resources like the Super Computing Center at UC San Diego. San Diego's universities annually receive billions in philanthropic and federal funding for research and development projects.

Department of Defense Presence

San Diego is home to the U.S. Navy's Naval Information Warfare Systems Command (NAVWAR), employing the largest number of cybersecurity jobs (>3,432) and significantly contributing to R&D in the region.



CCOE BACKGROUND AND VALUE PROPOSITION

Cyber Center of Excellence (CCOE) is a San Diego-based nonprofit that mobilizes businesses, academia and government to grow the regional cyber economy and create a more secure digital community for all.

The organization's participants include Booz Allen Hamilton, City of San Diego, Cooley, CyberCatch, Deloitte, ESET, FBI, FICO, Haiku, Lockton, Mastercard's RiskRecon, Port of San Diego, Qualcomm, San Diego Regional Airport Authority, San Diego Regional EDC, Scripps Health, Sharp Healthcare, U.S. Coast Guard, U.S. Department of Homeland Security (DHS), U.S. Navy's Naval Information Warfare Systems Command (NAVWAR), U.S. Secret Service and many more.

CCOE fulfills its aims through the following programs and initiatives:

- **Job Board, Career Map & Link2Cyber** connect the global cyber workforce, students and veterans with San Diego job opportunities and career paths.
- **Internship and Apprenticeship Programs** partner industry, academia and nonprofits to align talent supply and demand and provide a cyber workforce pipeline.
- **CyberHireSD, NFAR Cyber and Women in Cyber Girl Scouts** partnership programs reach underrepresented populations and increase diversity and inclusivity in the cyber talent pipeline.
- **Secure San Diego** facilitates collaboration between the region's cyber industry, academia, local government, utilities, transportation, law enforcement and military to create a more secure cyber environment and position San Diego as a leader in collaborative cyber innovation, including the joint North County Cybersecurity Awareness Program partnership with the Cities of Carlsbad and Vista.
- **Global Delegations & Partnerships** convene U.S. and international business and government leaders with San Diego's cyber ecosystem to share best practices, encourage collaboration and attract business, investment and talent to the region.
- **Research** delivers data, analysis and recommendations to policymakers, educational institutions, businesses, talent and key nonprofits to encourage regional economic development.
- **Thought Leadership** events bring together San Diego's cyber leaders with global experts, law enforcement and regulatory agencies to educate and further the cybersecurity industry, including the FBI Executive Briefing Series.
- **Stakeholder Forums** create an open dialog between the cyber industry, innovation sectors, academia and the government allowing for real-time problem solving to challenges facing the industry and quick mobilization around opportunities to accelerate San Diego's cyber cluster.
- **Strengthening National Security Innovation** with the State of California Governor's Office of Planning and Research and U.S. Department of Defense's Defense Manufacturing Communities Support Program as a member of the CADENCE and CASCADE grant teams. CCOE's project includes the development of a state-wide Consortium and Cyber Innovation Center to support DoD's modernization priorities in cybersecurity, 5G and AI/ML technologies, as well as workforce development, research and analysis and mechanisms for knowledge sharing and scaling.

CONTACTS

Corporate:

Lisa Easterly
President & CEO
Cyber Center of Excellence
858.245.6674
lisa.easterly@sdccoe.org

Media:

Kevin Dinino
KCD PR
619.739.4265
kevin@kcdpr.com

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LISA EASTERLY

Current:

- President & CEO,
Cyber Center of Excellence

Past Experience:

- VP of Marketing,
San Diego Regional EDC
- Founding BoD and Education
& Outreach Committee Chair,
CleanTech San Diego
- Business Development Manager,
Latham & Watkins LLP

Education:

- BS in Business Administration,
Finance and Economics,
University of Florida
- Master of Business Administration,
University of Florida

Contact:

- lisa.easterly@sdccoe.org

Lisa Easterly is the President & CEO of Cyber Center of Excellence (CCOE), a San Diego-based nonprofit dedicated to growing the regional cyber economy and creating a more secure digital community for all. She leads the organization's mission, business strategy, organizational development, program implementation, funding and financial oversight. Prior to promotion to President & CEO, Easterly served as Chief Operating Officer managing operations, programs, marketing, membership and fundraising to stand-up and support the organization's growth.

Prior to joining CCOE, Easterly was the Vice President of Marketing for San Diego Regional EDC, a nonprofit organization driving the attraction, retention and expansion of the innovation, military, tourism and local economies in the San Diego region. She led communications, branding, marketing and business development strategy.

Easterly also served as a Founding Board Member and Education & Outreach Committee Chair for CleanTech San Diego, a nonprofit organization with the mission to stimulate innovation and advance the adoption of clean technologies and sustainable industry practices for the economic, environmental and social benefit of the greater San Diego region.

Easterly also served as Business Development Manager for Latham & Watkins LLP. She built the local business development department to drive client retention and growth through competitive intelligence, strategic partnerships, cross-selling, media relations and targeted proposals and events.

Easterly earned a Master of Business Administration and Bachelor of Science in Business Administration, Finance and Economics from the University of Florida.



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PAT SULLIVAN

Current:

- CEO, Pat Sullivan Consulting LLC
- Co-Chairman of the Board, Cyber Center of Excellence

Past Experience:

- Executive Director, Naval Information Warfare Systems Command
- Board Member, San Diego Regional Economic Development Corporation
- Executive Director, Navy's Program Executive Office for C4I
- Director, Intelligence, Surveillance, Reconnaissance, and Information Operations, Space and Naval Warfare Systems Center, Pacific

Education:

- BS in Electrical and Computer Engineering, University of California, San Diego (UCSD)
- MS in Electrical Engineering and Applied Physics, University of California, San Diego (UCSD)

Contact:

- pat@patsullivanconsulting.com

Before starting his own consulting firm in the summer of 2020, Pat Sullivan served as the Executive Director for the Naval Information Warfare Systems Command, leading a global workforce of over 11,000 employees delivering and sustaining advanced information technology, communications systems, and cyber solutions to US naval, joint, and national forces worldwide. While in this position he developed a vision for a technology hub in San Diego centered around a new Naval Information Warfare Systems Command facility, and he built a coalition of local and national advocates to redevelop and transform the current 70 acre site into a thriving advanced technology center. Sullivan is a cyber savvy executive, recognized by the President for mitigating effects of a major cyber intrusion into Navy networks, and he developed and executed the digital transformation vision for the Navy's IT portfolio. He is an expert in the development, acquisition, deployment, and sustainment of information warfare and intelligence related capabilities for defense, intelligence, and special operations communities.

Sullivan's prior executive positions include the Executive Director for the Navy's Program Executive Office for Command, Control, Communications, Computers, and Intelligence, as well as the Director for Intelligence, Surveillance, and Reconnaissance at the Naval Information Warfare Center, Pacific. He served on the Board of Directors for the San Diego Regional Economic Development Corporation from 2016-2020, the Board of Directors for the San Diego Cyber Center of Excellence from 2015-present, and the Advisory Board at the University of California San Diego for Electrical and Computer Engineering from 2001-2018. Sullivan has a Master's degree in Electrical Engineering and Applied Physics, and a Bachelor's degree in Electrical and Computer Engineering, both from the University of California San Diego.



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KRIS VIRTUE

Current:

- Head, Global Information Security and Risk Management, Qualcomm
- Co-Chairman of the Board, Cyber Center of Excellence

Past Experience:

- 18+ years at Qualcomm
- Leadership role, information security
- Leadership role, middleware
- Leadership role, data integration

Education:

- BS in Computer Science, University of California, San Diego
- MA in Architecture Based Enterprise Systems Engineering, University of California, San Diego
- CISSP Certified
- CISM Certified

Contact:

- kvirtue@qualcomm.com

Kris Virtue is Head of Global Information Security and Risk Management at Qualcomm, where he oversees the organization's Cyber Security and Threat Management team. In this role, he has responsibility for incident response, threat intelligence, security monitoring and application security.

Virtue also manages the Qualcomm IT eDiscovery collections team which partners with Qualcomm's litigation department to manage legal hold data collection and preservation. In addition to his security related duties, Virtue is also responsible for the IT organization supporting Qualcomm's Government Technologies business unit, providing IT service delivery across the stack.

Over his nearly 18 year tenure with Qualcomm, he has held numerous roles within IT, including leadership roles across all aspects of the information security program, middleware and data integration teams. He has extensive experience in security architecture, incident response, compliance, security operations, identity management and security technology.

Virtue also currently serves on the Board of Directors of Cyber Center of Excellence (CCOE), a San Diego-based nonprofit dedicated to accelerating the regional economy by promoting alignment and collaboration within the Cyber community.

Virtue holds a Bachelor's degree in Computer Science and a Master's degree in Architecture Based Enterprise Systems Engineering from the University of California, San Diego, and is CISSP and CISM certified.



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BRENT MCCARTY

Current:

- President, ESET North America
- Foundation President, Cyber Center of Excellence

Past Experience:

- Vice President of Global Sales Solutions, Ingram Micro
- Country Chief Executive, Ingram Micro UK
- Vice President, Ingram Micro US Consumer Division
- Account Executive, Dell

Education:

- BA in Business Management, Centennial College, Toronto, Canada
- Graduate of Stanford University - General Management Program

Contact:

- Brent.McCarty@eset.com

As President of ESET North America, Brent McCarty is responsible for running all facets of the business. McCarty has a proven executive management track record and over 20 years of experience driving sales growth in the technology industry.

Prior to joining ESET, McCarty spent the last twelve years rising through the ranks at technology and supply chain services giant, Ingram Micro, where he most recently served as Vice President of Global Sales Solutions leading teams in the US, Latin America, Asia Pacific and Europe. At Ingram Micro, McCarty leveraged the company's suite of services and geographical presence to help diversify offerings, customer relationships and almost double revenue year over year during his tenure. He is also highly skilled at quickly turning around under-performing areas into highly profitable business segments, breeding employee enthusiasm and creating a winning culture. Previously, McCarty also spent several years with Dell Computer Corporation in Canada where he consistently overachieved revenue and acquisition targets.

McCarty is originally from Toronto, Ontario, Canada and has spent many years living and traveling abroad in the US and the UK. He is currently serving on the board for the San Diego Cyber Center of Excellence, and is committed to supporting the region's cyber economy. He attended Centennial College in Toronto for Sales & Marketing, Business Management as well as Stanford University's General Management Program. When McCarty does find some time to relax, he enjoys taking in the warm weather that Southern California has to offer. You can usually find him biking along the coast or trying his hand at surfing.



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ACCELERATING Cyber Center of Excellence

ERIC BASU

Current:

- Founder and CEO, Haiku, Inc
- Board of Directors, Cyber Center of Excellence
- Board of Directors, Saved in America (anti-human trafficking)
- Board of Directors, Las Vegas Metro Police Foundation

Past Experience:

- Chief Architect, Alitum
- Consultant, Price Waterhouse Coopers
- Project Manager/IT Consultant, KPMG

Education:

- BS in Molecular Biology, San Jose State University
- MBA, Andersen Graduate School of Management (UCLA)

Contact:

- ebasu@haikurange.com

Eric Basu is a serial entrepreneur and veteran who has founded several companies. He currently serves as the CEO of Haiku Inc, a developer of gamified cybersecurity training solutions. He also serves as a Venture Partner with the Veteran Fund, a venture capital fund which focuses its investments into veteran and veteran-spouse owned companies. He's a former U.S. Navy SEAL Commander who graduated from San Jose State University with a Bachelor of Science in Molecular Biology and holds an MBA from Anderson Graduate School of Management (UCLA). He has completed both the Harvard Business School and Harvard Law School Negotiations courses.

Basu is a successful serial entrepreneur who has worked in various industries and started a number of successful companies over his nearly four decades of professional life. After leaving active duty, Basu worked in various consulting roles before starting Sentek Global, a cybersecurity defense contractor which he grew to be the largest small business in San Diego. Basu launched Sentek Global out of his home in 2001 with the goal of founding a firm committed to making a significant and long-standing positive difference for his clients. His leadership led to a successful sale of Sentek to Deloitte in July of 2021. After the sale of Sentek, Basu founded Haiku Inc, a company which makes gamified cybersecurity training solutions. The launch of their first product, the World of Haiku, a video game which teaches basic cybersecurity skills, received critical acclaim from the cybersecurity community. The Haiku product suite expands the opportunity to learn cybersecurity skills to a vastly wider demographic than current training methods by disrupting the price point of cybersecurity training and using a role playing game format.

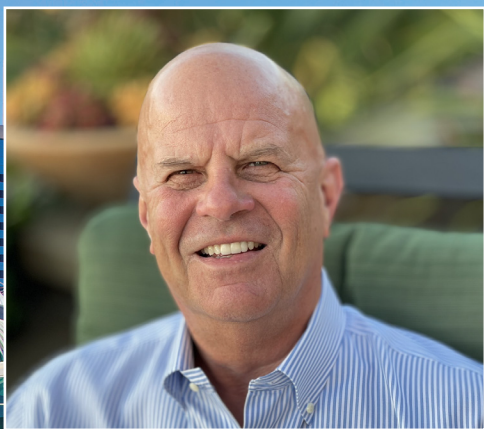
Basu and his team developed the Haiku product suite over several years and have implemented it with the San Diego Cyber Center of Excellence, San Diego State University, the U.S. Navy, many scholastic Cyber Cup Hacking competitions, and a large audience of individual players. He was a finalist for Entrepreneur Magazine's Entrepreneur of the Year in 2012 and 2014, and San Diego Business Journal's Most Admired CEO in 2015.



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JIM SKEEN JR.

Current:

- Founder, Lockton San Diego
- Founding Board of Directors and Secretary, Cyber Center of Excellence
- Board of Directors, Haiku, Inc
- Board of Directors, Navy SEAL Museum San Diego
- Private Sector Engagement Partner to FBI Cyber
- Member, DHS Maritime Security Committee
- Member, San Diego CISO Roundtable

Past Experience:

- President & CEO, Lockton San Diego
- Member, Executive Committee, Lockton Pacific Series
- Senior Vice President, Marsh Inc.
- VP, Johnson & Higgins

Contact:

- JSKeen@lockton.com

Jim is the Founder of Lockton San Diego. He long served as a member of the Lockton Pacific Series Executive Committee, accountable for its sustained growth and profitability through its west coast offices. He has provided decades of continuous board service, for both corporate and nonprofit organizations, focused on enterprise opportunity and results.

He has over 40 years of experience successfully navigating complex Risk and Resiliency solutions in verticals such as AIML, Basic Research, Communications, Construction, Cybersecurity, Defense, Healthcare, Hospitality, Life Sciences, M&A, Real Estate, Retail, Technology and Workforce Solutions. He is a problem solver who built a successful practice leading SME advocate teams delivering results and service through evolutionary cycles.

Jim dedicates significant time and expertise to Cyber risk awareness, education, collaboration and talent development between corporate, government and academic partners.



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SCOTT ZOLDI

Current:

- Chief Analytics Officer, FICO
- Board of Directors, Cyber Center of Excellence
- Executive Council Member, CNBC Technology Executive Council
- Board Member, California Technology Council
- Board Member, Tech San Diego
- Technical Committee Member, CommNexus/ EvoNexus

Past Experience:

- Board Member, FinRegLab
- Board Member, San Diego Software Industry Council
- Board Member, SDSIC
- Analytic Science Director, HNC Software
- Director's Postdoctoral Fellow, Los Alamos National Laboratory

Education:

- Ph.D. Theoretical and Computational Physics, Duke University

Contact:

- scottzoldi@fico.com

Scott Zoldi is Chief Analytics Officer at FICO, driving the company's innovations in artificial intelligence and machine learning and incorporating them into the FICO Platform which enables intelligent automated decisioning in areas such as fraud, credit risk, marketing, security, and many others. While at FICO, Zoldi has been responsible for authoring more than 120 analytic patents with 76 patents granted and 47 in process.

He is an industry leader in developing practical applications and standards for AI, Explainable AI, Ethical AI and Responsible AI, and was named one of Corinium's 2020 Global Top 100 Innovators in Data & Analytics. Zoldi is most recently focused on operationalizing artificial intelligence in FICO's solutions for fraud management, compliance and cybersecurity. Zoldi serves on the Boards of Directors of Tech San Diego and Cyber Center of Excellence, and on the Cybersecurity Advisory of the California Technology Council.

Zoldi received his Ph.D. degree in theoretical physics from Duke University.



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LAUREN GICAS

Current:

- Project Manager,
Cyber Center of Excellence

Past Experience:

- Director of Operations,
Science Spark (DBA USA Science &
Engineering Festival)
- Business Development Coordinator,
Latham & Watkins LLP

Education:

- BA in Art, Visual Communications
Salisbury University

Contact:

- lauren.gicas@sdccoe.org

Lauren Gicas serves as Project Manager of Cyber Center of Excellence (CCOE), a San Diego-based nonprofit dedicated to accelerating the region's cyber economy and positioning it as a global hub of collaborative innovation. She supports the President & CEO with all CCOE programs and initiatives, including the CASCADE and CADENCE grant programs.

Gicas brings with her 15+ years of experience in the project management, marketing and event planning fields, with experience working in the nonprofit and service provider industries. Prior to joining CCOE, Gicas served as Senior Director of Operations for Science Spark, a San Diego based nonprofit organization that aims to stimulate and sustain the interest of our nation's youth in science, technology, engineering, and mathematics (STEM) by producing and presenting the most compelling, exciting, and educational Festival in the world. Gicas was part of the team that organized the successful inaugural USA Science & Engineering Festival in October 2010. Prior to that, Gicas worked as a Business Development Coordinator at the downtown San Diego office of Latham & Watkins LLP, where she helped develop and manage strategic growth initiatives for more than 140 attorneys in two offices. She also previously served as Program Coordinator for CONNECT, where she worked with entrepreneurs, scientists, engineers, corporate executives and university administrators to create programs and events that foster collaboration and innovation in the San Diego science and technology communities.

With a Bachelor of Arts degree in Visual Communications from Salisbury University, Gicas brings her skills in graphic design, marketing and event planning to CCOE.



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