ACCELERATING THE CYBER INNOVATION ECONOMY

Cyber Center
CC🔒E
of Excellence

ANNUAL
REPORT

2022

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Cybersecurity is now everyone's business. With the FBI reporting a 300% increase in cybercrimes across all industries since the pandemic began 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.

With the support of our members and partners, CCOE made great strides this year in **seeding and diversifying the talent pipeline**, **increasing regional cyber resiliency**, and **driving collaborative cyber innovation** in our community. We shared best practices and resources and promoted our region's robust cyber ecosystem through the voices of the industry's leaders. These collaborative efforts put San Diego on the map with high-ranking state, national, and international leaders and are serving as templates to mobilize other regions.

WORKFORCE

CYBER RESILIENCY

COLLABORATIVE INNOVATION

We also took the opportunity to reflect on how much the industry and our organization has evolved and expanded our mission to grow the regional cyber economy AND create a more secure digital community for all. We welcomed Pat Sullivan as our new Co-Chairman of the Board and expressed our deepest gratitude to our founding Chairman RADM Ken Slaght as he officially retired (again!).

We thank you for your continued support in advancing the region's cyber workforce, infrastructure, and global market share for an industry that impacts 24,000 jobs and invests $3.5 billion annually into San Diego's economy – that's equivalent to hosting 23 Comic-Cons for all you fellow Marvel fans.

Here's to our next milestones!

– Lisa Easterly
CCOE President & CEO

FINANCIALS

The cybersecurity industry impacts **24,350 jobs** and **invests $3.5 billion** into San Diego's economy.

CCOE is grateful to our members and partners for your continued dedication to growing San Diego's cyber ecosystem and creating a more secure cyber community for all.

REVENUE

Membership, Sponsorship & Grant Revenue

$394,634
$525,859

RESERVES

Reserves

$235,016
$324,959

Accounting on accrual basis

EXPENSES

Programs & Initiatives

$85,522
$178,995

Marketing & Communications

$25,367
$18,211

Management & Operations

$189,876
$238,711

FY 2021 FY 2022

HIGHLIGHTS

INTRODUCING THE SAN DIEGO REGIONAL CYBER LAB

CCOE partnered with the City of San Diego to help open the San Diego Regional Cyber Lab in 2022! The Cyber Lab officially launched in December and serves as a regional resource for small businesses, public agencies, and educational institutions to utilize for specialized training with safe environments to simulate and defend against cyberattacks. The Cyber Lab's mission is to provide coordinated cybersecurity awareness for the greater San Diego region through collaborative access to the latest technology, intelligence, and training tools. As part of CCOE's CADENCE grant work, we will be sharing the Cyber Lab plan as a template for cities throughout the state to help create a network of supportive cyber innovation centers.

> "We must remain vigilant in defending against the ever-evolving threats that cost companies and public agencies millions in lost productivity or ransoms and, with the new San Diego Regional Cyber Lab, we'll be stronger as a region by working together against a common enemy."
>
> **Darren Bennett, Chief Information Security Officer**
> **City of San Diego**

SEEDING THE TALENT PIPELINE

With support from the CADENCE and CyberHire grants, CCOE and EDC continued the Link2Cyber program this year with three events connecting 200+ students with cyber careers in San Diego's key sectors. CCOE, EDC, and SDWP also launched Link2Cyber for Faculty, to foster relationships between cyber employers and the region's cyber educators to build lasting talent pipelines. As part of the CADENCE grant, CCOE and Journeys Map released new enhancements and offerings to the Cyber Career Map, including AI/ML track additions, a new upskilling/employer widget, K-12 curriculum, and the launch of the mobile app. CCOE also helped develop the Haiku gaming suite—the cybersecurity equivalent of a flight simulator where users of all levels develop real-world skills in a gamified environment and a featured resource of the Cyber Lab. And, we updated CCOE's Job Board—hosting 830 applications submitted for 3,396 cyber-related jobs—to now include NICE/NIST aligned categories and updated auto job scrapes for members.

> "CCOE unites the private sector with higher education to provide innovative resources and open access that enables success for early career and seasoned cybersecurity professionals."
>
> **Jerry Sheehan, Chief Information Officer**
> **San Diego State University**

GROWING AN INCLUSIVE CYBER WORKFORCE

The U.S. cyber industry faces a six-figure deficit of cyber workers. Representing only a quarter of the workforce, women, minorities, and neurodiversity are the keys to bridging the gap. CCOE's Women in Cyber Advisory Group in collaboration with the Girl Scouts, ESET Foundation, Booz Allen Hamilton, and SynED hosted a 3-hour interactive, virtual workshop for more than 90 San Diego and Imperial Valley Girl Scouts – from kindergarteners to high school seniors. The workshop, led by 20 volunteer cybersecurity professionals and educators, offered Scouts the opportunity to earn all three of the cybersecurity badges and learn about cyber careers. CCOE, San Diego Workforce Partnership (SDWP), and San Diego Regional EDC convened employers, identified entry and feeder roles, and welcomed MiraCosta College, National University, NFAR, San Diego City College, and San Diego Continuing Education as the Preferred Providers for CyberHire, a program helping 185 underrepresented San Diegans join the field. CCOE also helped develop and launch NFAR Cyber, an employer-driven cybersecurity neurodiversity training and internship program and the County of San Diego's Neurodiverse Recruitment Initiative.

> "CCOE's inclusive approach to the cyber talent deficit is a win-win! It provides the industry with untapped resources AND offers life changing career opportunities for non-traditional candidates."
>
> **Juan Leon, Founder and Board President**
> **National Foundation for Autism Research**

RAISING REGIONAL CYBERSECURITY AWARENESS AND RESILIENCY

CCOE is partnering with the Cities of Carlsbad and Vista to provide cybersecurity training to North County small businesses to increase their cybersecurity awareness and preparedness and bolster the region's economic resiliency. The initial pilot has already served 70+ small businesses along the 78 corridor. CCOE is providing the companies with an FBI Executive Briefing and each participating company is offered Mastercard RiskRecon Cybersecurity Snapshot Reports, ESET Cybersecurity Awareness Employee Training, CyberCatch Cyber Incident Simulator, and connectivity to San Diego's cyber industry at no cost to participants. The collaborative case study is serving as a model with the Mastercard City Possible Global Network of over 500 cities in 50 countries! CCOE is launching similar efforts with the City of San Diego in 2023 for up to 150 businesses and will continue to scale the program and create a replicable model for other regions.

> "Thank you for the opportunity to participate in the Cybersecurity Awareness Program. It was helpful and certainly gave me excellent insight about where to pay attention in the future. The trainings from ESET were easy to follow and actually fun with the game-style approach. I also especially loved the 1-on-1 with RiskRecon and found it valuable for my peace of mind about where we are currently standing."
>
> **Carlsbad Small Business Owner**

CCOE celebrated the fifth year of the FBI Executive Briefing Series to support the bureau's industry engagement efforts and educate San Diego's key sectors on the current risk landscape, mitigation strategies, and available resources. The 2022 line-up included tailored programs for the region's Agriculture, Defense, Finance, Life Sciences, Manufacturing, and Maritime industries. Since inception, we have hosted 27 programs reaching more than 2,000 executives from small businesses to global corporations and are working to expand the program to Orange County, Inland Empire, and Los Angeles.

STRENGTHENING NATIONAL SECURITY INNOVATION

CCOE received a grant from the State of California Governor's Office of Planning and Research to participate in DoD's **Defense Manufacturing Communities Support Program** as a member of the California consortium titled **CADENCE**. **CCOE's project** includes the development of a state-wide Consortium and regional Cyber Lab 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. CCOE also supports DoD and infrastructure-championed challenges to source collaborative solutions from industry and academia including **HACKtheMACHINE Unmanned**, **NSIN Hacks Reality Bytes**, and upcoming programs with Cal Poly SLO's Digital Transformation Hub, and NavalX SoCal Tech Bridge. CCOE shared lessons learned with organizations in Australia, Canada, Ireland, Arizona, Hawaii, Missouri, and South Carolina looking to replicate similar efforts in their regions.

CADENCE
California Advanced Defense Ecosystems & National Consortia Effort

"These DoD-championed challenges are creating a community of people that are interested in cyber defense applications, specifically to the military, and building that community to increase the effectiveness of our forces deployed in expeditionary environments."

Rachel Bondi, Technical Director
U.S. Navy's Cybersecurity Program Office

## SECURING THE FUTURE: CYBERSECURITY STARTUP SUPPORT

CCOE launched the **SMB Advisory Group** to support and grow the region's small to medium-sized cybersecurity companies and help identify challenges and opportunities to inform programming with an elected member of the group joining CCOE's Board of Directors. In tandem, CCOE is developing the **CCOE Member Marketplace**, where CCOE Members can both provide and access discounted cybersecurity-related products, services, and support. CCOE is also fostering partnerships with government and academic innovation centers, California VCs, and regional nonprofits to bring new technologies and solutions to market and connect cyber SMBs to established programs and resources, including the launch of EvoNexus' **Cybersecurity Special Interest Group (SIG)**.

"CCOE is providing connective tissue between San Diego's cyber ecosystem, startups, and the venture community to encourage and nurture the technologies of our future."

Eric Basu, CEO, Haiku
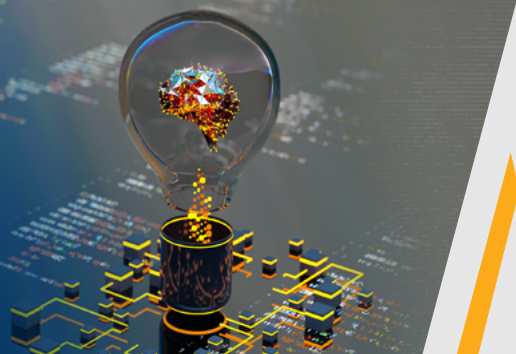
HIGHLIGHTS

MARKETING AND THOUGHT LEADERSHIP

With the help of KCD PR, CCOE secured 22 articles totaling over 500,000 impressions (including multiple covers!) highlighting the region's cyber ecosystem and increased our digital community by 21% to connect on industry news and events, best practices, and career and business opportunities. CCOE partnered with the **San Diego Business Journal** on a series of quarterly Cybersecurity Panels & Special Reports and hosted the second annual **Cybersecurity Stewardship Awards**. Congratulations to all the finalists and winners!

With the support of the CASCADE III grant, CCOE and KCD PR kicked off a new 10-part series on **Cyber Insiders**. The podcasts feature leaders from industry, academia, and government discussing cybersecurity lessons learned and best practices from the region's key sectors that can be applied to all businesses. Check out the latest episodes now streaming on all platforms!

CCOE also shared the region's expertise and collaborative efforts with industry, academic, and government audiences across the country including: NICE 2022, CubeSat, Navy Gold Coast, National Security Agency CAE Southwest Region, Biocom California, NSIN X-Force, Techno Security Conference, ISACA/ISC2/ISSA Summit, and the National Conference of State Legislators.

"San Diego ranks as the top digital city in the U.S. for using technology to tackle social problems, enhance services, strengthen security, and more."

Center for Digital Government's
2022 Digital Cities Survey

MISSION

Cyber Center of Excellence is a San Diego-based nonprofit dedicated to growing the regional cyber economy and creating a more secure digital community for all.

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