

MISSION

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

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Cyber Center
CCOE
of Excellence


CYBER CENTER OF EXCELLENCE ANNUAL REPORT

In 2017, 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.

These efforts helped elevate San Diego to the up-and-coming cyber 'Silicon Valley' with high-ranking state, national and international information warriors. Our Secure San Diego cyber preparedness and workforce collaboration between the public, private, academic, government and military sectors is being touted as a template to mobilize other regions, fostering greater national security.

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!



Rear Admiral Ken Slaght, USN, Retired
CCOE Chair & President

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SECURE SAN DIEGO

CCOE and the City of San Diego launched Secure San Diego to facilitate 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.

The culminating event during National Cyber Security Awareness Month featured William R. Forstchen, *New York Times* bestselling author of *One Second After*, Sentek's Anatomy of a Hack demo, panel discussions with San Diego's infrastructure and emergency responders and the release of the San Diego Cyber Incident Response Guide.

"San Diego is serving as a model for cyber preparations...we're hearing planning, we're hearing coordinating efforts to actually be proactive rather than reactive *after* a terrible event."

– William R. Forstchen, ABC 10, October 2017

TALENT PIPELINE

CCOE's San Diego cybersecurity job board hosted more than 5,200 applications for 823 jobs with 28 organizations in 2017 to connect veterans, students, recent grads and seasoned professionals with career opportunities in the region. CCOE partnered with CSUSM, SDSU, UC San Diego and USD to cultivate the talent pipeline for members with access to top graduates, interns, career fairs and shared best practices. CCOE also teamed with EDC on four Link2Cyber programs and INFORM Journeys to develop an interactive pilot to map cyber education, training and career pathways in the region.

"CCOE's workforce initiatives inform real-time curriculum and seed the talent pipeline to meet increasing workforce demand and provide a clear path to success for entry-level to seasoned professionals."

– Chell Roberts, Dean, Shiley-Marcos School of Engineering, USD

DEPARTMENT OF DEFENSE – CHIEF INFORMATION OFFICER TOUR

CCOE, EDC and SPAWAR hosted the US DoD, Air Force, Army, Marines and Navy CIOs, the NIST Director and 6 CIOs from key partner nations (Canada, UK, Germany, Japan, Australia and New Zealand) for a first of its kind tour of San Diego's cybersecurity, AI and data analytics commercial companies. AttackIQ, FICO, iboss, Illumina, KnuEdge, Qualcomm, Quibitek, UC San Diego and Webroot showcased what makes San Diego so special – cutting-edge collaboration between the innovation ecosystem, research and education and the Department of Defense.

"It was quite impressive to speak with each company and see the passion they have for their work. San Diego comprises some of the most energetic and creative brains in the fields of cyber, technology and data sciences."

– Dr. John Zangardi, acting, Department of Defense CIO, *San Diego Business Journal*, August 2017

THOUGHT LEADERSHIP

CCOE provided key content and speakers for 23 programs with AFCEA, Biocom, Corporate Directors Forum, EvoNexus ViaSat MarketLink, FloCon, LEAD, NDIA, NICE, REBOOT, SD Startup Week, SD Hotel & Motel Association, SDBJ, SD Office of Education, Truman Center and Xconomy. CCOE's Chair & President, RADM (Ret) Ken Slaght serves on the Governor's Military Council and co-chairs the National Initiative for Cybersecurity Education's (NICE) Workforce Committee representing San Diego's cyber interests.

"The San Diego model is one that could be strategically replicated/tailored to other areas of California."

– Eileen Sanchez, California Governor's Office of Business and Economic Development, NICE Conference 2017 Read-Out

MARKETING & COMMUNICATIONS

CCOE partnered with Google on the Secure San Diego and talent attraction campaigns, launched a series of cyber leader videos and evolved the website, collateral, LinkedIn and Twitter channels for the cyber community to connect on industry news, events, best practices and career and business opportunities. CCOE also secured coverage in *Security Magazine*, *Tech Wire*, *U-T San Diego*, *San Diego Business Journal*, *Hatch Magazine*, ABC 10, Fox 5 and NBC 7 highlighting San Diego's robust cyber industry.

"In two years, San Diego's cyber economic impact has grown 26.4 percent in the region. That's a greater impact on the economy than hosting four NFL Super Bowls or 14 Comic-Cons every year..."

– *Tech Wire*, June 2017

MEMBERSHIP

In 2017, CCOE grew to 28 Members, 22 Directors and 10 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 convenes San Diego's cyber superheroes to not just mitigate risk but to team on innovative collaborations that propel the whole industry forward."

– Gary Hayslip, CISO, Webroot

2017 HIGHLIGHTS

REVENUE

Membership and Sponsorship Revenue

FY 2017	\$223,150
FY 2016	\$251,000

EXPENSES

Program & Initiatives

\$82,831
\$100,195

Management & Operations

\$119,120
\$100,195

Marketing & Communications

\$36,700
\$27,329

RESERVES

\$64,091
\$87,491