



# 2024 ANNUAL REPORT



There's a party goin' on right here,  
a celebration to last throughout the year...

## CCOE turned 10, and we celebrated good times all year long!

Many thanks for your continued support and dedication to growing San Diego's cybersecurity economy and creating a more secure digital community for all. Over the past decade, we have advanced the region's cyber workforce, infrastructure, and global market share for an industry that now impacts more than 26,000 jobs and contributes \$4 billion annually to San Diego's economy. Together, we've helped the industry grow from 100 to 1,000 businesses.

We celebrated our 10-year milestone with a brand refresh and new website chock full of resources and information about our cyber community and launched some of our most ambitious initiatives to date, including the San Diego Cyber Clinic and My eCISO. Our CCOE10 event gathered our OGs and industry, academic, and government partners from around the globe as we took a look back at the evolution of the cybersecurity industry over the past decade and mobilized

around the new threats, technologies, and workforce needs of our future. And, thanks to the County of San Diego Supervisors, November 19 will forever be CCOE Day! We are thrilled to welcome Andy Haass as our new Co-Chairman of the Board, while also extending our deepest gratitude to founder Pat Sullivan for his decade of dedicated service to CCOE as he officially retired (once again!).

WORKFORCE



CYBER  
RESILIENCY



COLLABORATIVE  
INNOVATION



As we reflect on 2024 and a decade of **seeding and diversifying the talent pipeline, increasing regional cyber resiliency, and driving collaborative cyber innovation**, we are reminded that community remains at the heart of everything we do. And we are incredibly grateful to be a part of yours.

*Here's to our next 10 years!*

Lisa Easterly, President & CEO  
Andy Haass, CCOE Co-Chairman  
Kris Virtue, CCOE Co-Chairman



# FINANCIALS

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

\$475,619

\$668,382

## EXPENSES

Programs & Initiatives

\$124,186

\$250,883

Marketing & Communications

\$16,603

\$22,580

Management & Operations

\$260,738

\$275,041

## RESERVES

Reserves

\$399,052

\$495,749

\*Accounting on accrual basis

FY 2023 FY 2024

The cybersecurity industry impacts  
**26,000 jobs** and invests **\$4 billion**  
annually into San Diego's economy.





# HIGHLIGHTS



## INTRODUCING THE SAN DIEGO CYBER CLINIC

CCOE, CSUSM, National University, and SDSU launched the **San Diego Cyber Clinic** with a \$1M grant from **Google's Cybersecurity Clinics Fund** and support from **The Consortium of Cybersecurity Clinics**. The Clinic is training students to provide free digital security services to under-resourced organizations, similar to how law or medical schools offer free community clinics. The only multi-university and nonprofit-led clinic in the Consortium, the San Diego Cyber Clinic aims to grow an inclusive cyber workforce, increase digital security for all, and serve as a model for regional collaboratives to help establish a clinic in every state by 2030.



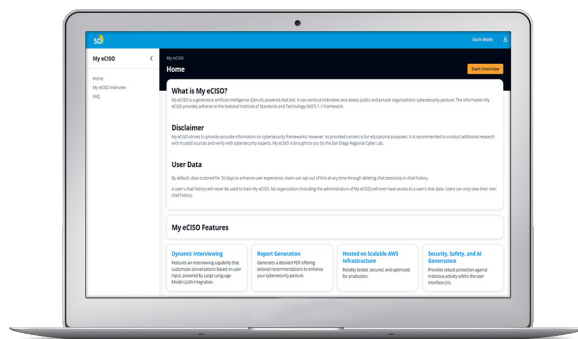
“The San Diego region is leading the cybersecurity charge with more than 1,000 firms, top ranked education and research institutes, and NAVWAR. This collaborative ‘Ecosystem in Action,’ as highlighted in the White House National Cyber Workforce and Education Strategy, is helping seed and diversify the talent pipeline, which is critical to advancing our country’s homeland security.”

**Joseph Oregon, Chief of Cybersecurity, Region 9, Cybersecurity and Infrastructure Security Agency (CISA)**



## HELLO MY eCISO

The City of San Diego’s Regional **Cyber Lab** and CCOE released **My eCISO**, a conversational AI chat bot that provides free custom cybersecurity evaluations and report cards based on the NIST framework to help public and private organizations bolster their cybersecurity. Developed in partnership with San Diego’s cyber community, Cal Poly SLO’s Digital Transformation Hub, Amazon Web Services, and 11:59, My eCISO is the latest addition to the Lab’s offerings to provide the region with coordinated cybersecurity through access to tools, intelligence, and training. The Lab and My eCISO were featured at AWS Imagine, GovAI Coalition Summit, and GovTech’s Digital Government Summit for pioneering new innovations to serve the community and build resilience and digital equity.



“San Diego ranks #1 for their citizen-centric focus with implementation of digital, emerging, and AI technologies to improve city services and citizens’ digital experience, including release of an artificial intelligence chatbot called My eCISO to help small businesses and agencies improve their cybersecurity programs.”

**The Center for Digital Government Digital Cities Survey 2024 Winners**



## GROWING AN INCLUSIVE CYBER WORKFORCE



As the cybersecurity talent gap continues to grow—to the tune of 457,000 job openings in the U.S. and 5,500 here in San Diego—CCOE, EDC, and San Diego Workforce Partnership are seeding and diversifying the regional pipeline with **CyberHire**, a program helping underrepresented San Diegans join the field. To date, CyberHire boasts 204 student enrollments (exceeding the 185 target!), 42 participating employers, 5 academic providers, 123 certifications, and 69 employments! We are excited the program has received continued funding through the California Breaking Barriers and NIST RAMPs grants and now includes CCOE-supported Able-Disabled Advocacy’s **CAREERworks** and **NFAR Cyber**, a cybersecurity vocational training program for adults with autism.

“I could not help but smile when the Girl Scouts realized that cybersecurity was not just one job and was so proud to help them earn their cybersecurity badges. Here’s to our future leaders!”

**Veronica Rauch, Critical Infrastructure Protection Technical Advisor, SDG&E & Director of Programs, WiCys San Diego**

CCOE also hosted **Link2Cyber** industry-led workshops with the Girl Scouts, Greater than Tech, Just in Time for Foster Youth, NFAR, REBOOT, and Treobytes to connect underserved youth and transitioning service members with cybersecurity training and careers. We also added new employer features to the **Cyber Career Map** with Journeys Map and worked with local school districts and nonprofits to support regional cyber curriculum and clubs, including exhibiting at the San Diego Festival of Science & Engineering with 17,000 attendees. And, CCOE and Haiku are integrating the immensely popular **Games that Train** into cyber curriculum and upskilling pilots across the country with nearly 40,000 current users!



“I liked learning about cryptology and want to be a cryptologist.”

**Girl Scouts Cadette**



## SECURING THE FUTURE: CYBERSECURITY STARTUP SUPPORT

“CCOE helps San Diego’s small businesses and champions innovative solutions like confidential computing to cultivate the technologies and talent that will help secure our future.”

**Jason Tuschen, CEO, Sylabs**

CCOE continues to expand the new **Member Marketplace**, where members can both provide and access discounted cybersecurity-related products, services, and support. In tandem, the CCOE **Cyber SMB Advisory Group** and **Affiliate Membership** is growing to support the region’s small to medium-sized cybersecurity companies. We are also fostering partnerships with government and academic innovation centers, VCs, and regional nonprofits to bring new technologies and solutions to market and connect cyber SMBs to established programs and resources.





# HIGHLIGHTS



## RAISING CYBERSECURITY AWARENESS AND RESILIENCY



“The FBI values our strategic partnership with CCOE to enhance communication with San Diego’s business leaders to promote effective exchange of intelligence to detect, prevent, and protect the region’s assets, proprietary infrastructure, and employees from cyber and counterintelligence threats.”

**Brett Lally**, Supervisory Special Agent, FBI San Diego

The global cost of a data breach has surged to over \$4.88 million according to IBM, and the FBI reports more than 150% increase in cybercrime complaints across all industries in the last 5 years. Alarmingly, more than half of these costly attacks are aimed at small and medium-sized businesses, our region’s economic engine. To help educate our business community on cyber threats, mitigation strategies, and available resources, CCOE hosted a quarterly Cybersecurity Workshop Series with the **City of Carlsbad** and the **Carlsbad Chamber of Commerce** and a 5-part Webinar and Podcast Series with the **City of San Diego**. The programs featured FBI insights, CISO lessons learned, incident response planning, and best practices in cyber insurance, legal, finance, and communications.

CCOE is also celebrating the seventh year of the **FBI Executive Briefing Series** to support the bureau’s industry engagement efforts and educate San Diego’s key sectors on cybersecurity risks and solutions. This year, we expanded the series to include additional government and industry experts with briefings for the Defense, Cleantech, Legal, Maritime, Education, and Infrastructure sectors in partnership with NDIA, SDMAC, Aerospace & Defense Forum, U.S. Marine Corps, Cleantech San Diego, San Diego County Bar Association, Port of San Diego, San Diego Working Waterfront, TMA BlueTech, U.S. Coast Guard, Navy Gold Coast, and the San Diego Regional Cyber Lab. Since inception, we have hosted 44 briefings reaching more than 2,800 executives from small businesses to global corporations and helped expand the program to Orange County, Inland Empire, Los Angeles and Hawaii.



## CHAMPIONING THOUGHT LEADERSHIP & RESOURCES

With the help of KCD PR, CCOE secured 35 articles totaling over 110M impressions (including multiple covers!) highlighting the region’s cyber ecosystem and increased our digital community by 20% to connect on industry news and events, best practices, and career and business opportunities. CCOE once again partnered with the **San Diego Business Journal** on a series of quarterly Cybersecurity Panels & Special Reports and hosted the fourth annual **Cybersecurity Stewardship Awards**. Congratulations to all the winners and finalists making a big impact in our community!



CCOE’s **Cyber Insiders Podcast** featured the series **Cybersecurity is Everyone’s Business** to share lessons from the trenches of our region’s key sectors—including Retail, DIB, Water, Medical Devices, Research Institutes, and more—that can be applied to all businesses.

San Diego and Carlsbad rank as #1 and #2 for their use of technology to enhance digital services and transparency; strengthen cybersecurity, digital privacy rights, and digital equity; and finding innovative ways to support solutions for social challenges facing cities today.

**Center for Digital Government 2024 Digital Cities Survey**

CCOE also shared the region’s expertise and collaborative efforts with industry, academic, and government audiences at more than 25 partner events and conferences around the country including: NICE 2024, California Defense Summit, Navy Gold Coast, ICONIQ Growth Roundtable, USMC Cyber Exercise, San Diego Diplomacy Council IVLP Delegation, WiCyS Career Day, Fleet Week, BlueTech Week, and many more! And last but not least, CCOE met with the White House ONCD, CISA, FBI, and GovAI Coalition to share program templates, serving as a model for regional workforce development, innovation, and resiliency.







# 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.

# CONTACT CCOE

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