



CAROLINA CYBER CENTER

Strategies for engaging industry partners

Sept 30, 2022

**“You miss 100 percent
of the shots you don't
take.”**





Who is this guy?

My Why



**What's
your why?**



**Harness that
energy**



**Best tool
today?**



Steps to take

- 1 Update your LinkedIn profile
- 2 Identify your targets
- 3 Search on LinkedIn
- 4 Connect on LinkedIn
- 5 Engage with them
- 6 Make the ask



1

**Update your
linkedin profile**



2

**Identify your
targets**



3

Search on LinkedIn



4

**Connect on
LinkedIn**



"I would have written a shorter letter, but I did not have time"

-Blaise Pascal

5


**Engage with
them**




6

Make the ask




 **Roger Grimes**
Active now


 **Edward Carroll** • 9:39 AM


Great to see your article on email security protocols! We are hoping to do some level of partnering with knowbe4 - as our customers need security awareness training in addition to email authentication. Thanks - Ed

JUL 7, 2019

 **Roger Grimes** • 10:14 AM


Thanks for saying hello. Are you talking to someone inside of KnowBe4, or can I introduce you to someone?

 **Stu Solomon**
Available on mobile


 **Edward Carroll** • 10:12 PM

Hi Stu - I realize this would be a longshot but thought I would see if you would be up for speaking at Montreat College/Carolina Cyber Center's 8th annual cybersecurity conference Sept 22-23? Any chance you could make it up to the mountains for it?

<https://www.montreat.edu/about/events/retr3at/>

 **2022RETR3AT Sponsor...**
539 KB

JUN 23

 **Stu Solomon** • 5:11 AM

I would be happy to discuss how best to support. I love to participate in the local community and would gladly make it a priority





Sanjay Poonen

Available on mobile



FEB 5, 2018



Edward Carroll · 10:36 AM

Love your twitter feed description on what you love. Rare to see a leader, especially in tech, openly share love for Jesus Christ. Thank you for that. Blessings to you and your family in this upcoming year. Best - Ed

JUL 30, 2021



Edward Carroll · 2:46 PM

Hi Sanjay - I volunteer part-time with the Carolina Cyber Center, a non-profit whose mission is to develop cybersecurity professionals of character. We typically look for folks to join the academy that has a Christian worldview. Always a long shot, but I thought I would see if you would have any interest in speaking at our annual conference called Retr3at or sharing any guidance on our program: https://whova.com/web/retra1_202109/



Kyle Metcalf · 1st

President & Chief Revenue Officer @ Newswire

MAY 22, 2020



Edward Carroll · 10:41 AM


Hi Kyle, have heard great things about Inspired eLearning. Many of our customers/prospects look for offerings like yours as a comprehensive strategy to protect against phishing. Would love to chat with your team on partnering opportunities. Thanks - Ed




Kyle Metcalf · 10:41 AM

Hey Ed,
This is right up our alley so we would love to chat. Please email me at kyle.metcalf@inspiredelearning.com and we will get a time set for a call.




 **Robert Fly** ...  

JUL 24, 2019




 **Edward Carroll** • 10:04 PM


Hey Robert - we have not met, but feel it would be worthwhile for our organizations to chat. We are focused on DMARC, but know the organizations we work with need more than just DMARC to prevent against BEC. Anyone you can recommend for us to chat with at your company?
Thanks Ed@dmarcian.com

JUL 25, 2019


 **Robert Fly** • 2:58 AM

Probably best to start with me. Do you have time Friday?

 **Matt Wallaert** Active now ...  

 **Matt Wallaert** (He/Him) • 2:00 PM

Forgive my terrible memory; where did we meet?

 **Edward Carroll** • 2:04 PM

We have not - but I am a fan and reading (listening) to your book. Also, having my cofounders read it too. Was hoping to connect to continue to follow your journey and learn. The company we recently started uses behavioral science to help better secure small businesses (Opower approach).

 **Matt Wallaert** (He/Him) • 2:05 PM

Ooh...do tell! bit.ly/MattWallaertMeet will let you schedule a call.



**What else can you do
to find industry
partners?**



Attend an event



Host your own event



Special thanks to our sponsors:



**“You miss 100 percent
of the shots you don't
take.”**



Deep
Thoughts

by
EC from C3



**That's a lot
dude.**



Thank you!

Lawrence Young

lawrence.young@carolinacybercenter.com

Ed Carroll

ed.carroll@carolinacybercenter.com

Joe Jakubielski

joe.jakubielski@carolinacybercenter.com

www.carolinacybercenter.com



**CAROLINA
CYBER CENTER**