

JUNE 2025

# Cybersecurity Defense Ecosystem

***A powerful, independent resource for the Cybersecurity Channel Community (MSPs, MSSPs and SOC's)***

Welcome to the CDE! Our innovative ecosystem serves as a welcoming hub for our channel members, equipped with all the tools and strategies necessary to develop exceptional cybersecurity services and grow their business.

These are the cybersecurity-first MSPs that you want to recruit!

Learn more at [www.cybersecuritydefenseecosystem.com](http://www.cybersecuritydefenseecosystem.com)

## Ready to recruit 6,000 + Cybersecurity-First MSPs?





# Mission & Who

Join us to equip channel partners with the ultimate resources to defeat cyber criminals! With an enhanced defense strategy, powerful tools, and exceptional training, they will become the cybersecurity champions of the future. Additionally, a dedicated team of experienced advisors is ready to guide the way!

## Advisors

As of October 2024



**Adam Bennett**  
CEO  
Crosshair Cyber



**Barb Paluszkiwicz**  
Author and CEO  
CDN Technologies



**Debbie Kestin Schildkraut**  
(she/her/hers)  
Founder/President  
Kestin Impact Consulting LLC



**Desmond Russell**  
CEO  
Partner Elevate



**Evgeniy Kharam**  
CISO



**Gavin Garbutt**  
Chairman  
Augmentt



**Kenrick Bagnall**



**Greg Young**  
VP Cybersecurity  
TrendMicro



**Jay McBain**  
Principal Analyst  
Canalys



**Jeff Mesnik**  
CEO  
ContentMX



**Joy Belinda Beland**  
VP, Cyber Education  
Summit 7



**Jaap Mantel**  
Data and More



**Julian Lee**  
Publisher  
eChannelNEWS



**Kathryn Rose**  
CEO  
GetWise



**Mark Porter**  
CEO  
High Wire Networks



**Matt Lee**  
Director of Security  
Pax8



**Mel Rico Reyes**  
CISO and  
Business Coach



**Nim Nadarajah**  
Managing Partner  
CriticalMatrix



**Paolo Del Nibletto**  
Channel Chief  
Jolera



**Randal Wark**  
Channel Partner  
Alliance



**Shane Gibson**  
Sales Trainer



**Sounil Yu**  
CISO/Author  
Cyber Defense Matrix



**Wayne Royce**  
CEO  
Troinet



More to come

**Plus the feedback we get from our community of thousands of MSP/MSSP/SOC members to ensure everything stays on track!**





# Why the Cybersecurity Defense Ecosystem Matters to Vendors?

***"Recruit top-notch cybersecurity-first MSPs to generate predictable and sustainable channel sales growth!"***

Vendors have the opportunity to engage in partner recruitment campaigns that last 3, 6, or 12 months (see page 4 for details) currently targeting over 6,000 MSPs, MSSPs, and SOCs that are part of the CDE community (and growing every day).

We are constantly recruiting more cybersecurity-focused members from our extensive [eChannelNEWS](#) database, with over 110,000 + channel partners.

We plan to double our members by 2026, establishing ourselves as the largest independent community in the global cybersecurity channel partner landscape.

For a glimpse into the world of CDE, explore our [website!](#)



# Select your campaign: 3, 6 or 12 Months

CDE Marketing Campaign Description	3 Months	6 Months	12 Months
Profile and logo on CDE website	3 months	6 months	12 months
Video preview of your company on CDE website	3 months	6 months	12 months
Number of 10-minute news interviews (one every month)	3	6	12
Number of CDE newsletter insertions	3	6	12
Number of CDE newsletter issues with your banner ad	3	6	12
Direct email broadcast of your message to CDE members	1	2	4
Number of news articles published on eChannelNEWS	3	6	12
Duration of banner ad on eChannelNEWS + newsletter	1 months	2 months	3 months
Include any call -to-action in your campaign	YES	YES	YES
Number of sharing news on social media (LinkedIn)	3	6	12
45-minute Video/Podcast including email broadcast	1	2	3
Complimentary VIP guest pass to attend any CDE Summit	1	1	1
<b>Total Campaign Fee (Prepaid)</b>	<b>\$17,820</b>	<b>\$31,320</b>	<b>\$44,280</b>
<b>Monthly Payment Plan</b>	<b>\$6,600 (3 mths)</b>	<b>\$5,800 (6 mths)</b>	<b>\$4,100 (12 mths)</b>





# Events



# CYBERSECURITY DEFENSE ECOSYSTEM

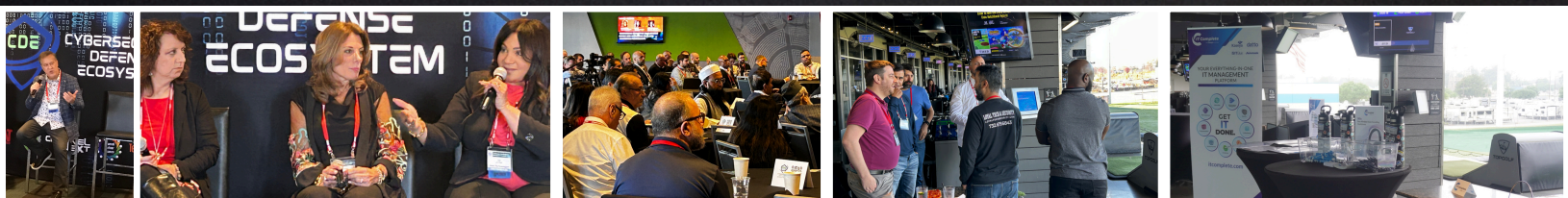
Join the CDE crew and community at the Cybersecurity Defense Ecosystem Summits! Ask for a sponsorship kit!

- Attend with a Vendor Pass
- 3 Exhibitor levels available
- Invite your partners to meet you there
- Network with the community

- [Check out upcoming events](#)
- [Check out a review from previous event](#)

## Event contact

Marie-Claude Rouleau  
marier@technoplanet.com  
905.839.0603 ext. 247





# Cybersecurity Defense Ecosystem



## Let's gooooo!



[CDE@technoplanet.com](mailto:CDE@technoplanet.com)

Marie-Claude Rouleau

[marier@technoplanet.com](mailto:marier@technoplanet.com)

905.839.0603 ext. 247

***"We'll help you to select the right campaign for your needs and we will send you a detailed list and schedule of the activities we will do to execute flawlessly!"***

[www.cybersecuritydefenseecosystem.com](http://www.cybersecuritydefenseecosystem.com)

