



## Jacob Blacksten

### **Security Planning for your Small Business**

Small businesses have enough on their plate and typically do not have the time or the resources to devote to cybersecurity. In this presentation small businesses will be walked through the basics of cybersecurity using the Data Assured material developed by Delaware SBDC. Each participant will be given a handy guide that walks them through this complex topic and provide them a place to start when thinking about cybersecurity. Not only will this presentation cover the importance in why you should be cyber secure but will also provide small businesses with low to zero cost solutions that can be implemented today to secure your systems.

### **Biography**

Jacob Blacksten is a University of Delaware graduate of the Lerner College of Business and Economics, Jacob received his BS (2016) as dual major in Finance and Management Information Systems. Returning to Delaware after serving as a Digital Forensic Investigator in the Manhattan, NYC office of Stroz Friedberg an AON Company, a global risk management firm specializing in cybersecurity, investigation, eDiscovery, intellectual property and due diligence. Jacob is skilled in a range of software and hardware platforms and the measures in which to secure them. With expertise in cybersecurity, database management, digital marketing and finance, Jacob is passionate about technology, gathering market information, and applying data to drive sales and decrease costs. Launching and incorporating his own business while a sophomore at UD, Jacob expanded his food truck business by integrating custom inventory tracking software and implementing a new point of sale system. Proudly labeled “The Tech Guy,” Jacob is always looking to discuss the latest and greatest technology—computers, phones, or gadgets.