



CMMC: Where there's Obstacles, there's Opportunity

Jerry Leishman, CEO
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INTRODUCTIONS



Jerry Leishman

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Jerry serves as a trusted advisor to in-house counsel, compliance officers, and senior executives, assisting them in managing complex regulatory, legal, and contractual risks and responsibilities.

He currently is **CEO of CMMC Advisors**, based in Seattle providing support to a wide array of Defense and Critical Infrastructure suppliers to strengthen their cybersecurity resilience.

Previously, Jerry held the position of **EVP at CORTAC Group** and **Microsoft**. His extensive experience in national cybersecurity and compliance includes roles such as:

- Plank Member of the CMMC Accreditation Body Standards Workgroup (recipient of the Presidential Volunteer Service Award),
- Vice-Chair of the CMMC Industry Standards Council (CISC),
- Provisional and Certified CMMC Assessor (PA, CCA),
- Certified CMMC Professional (CCP) and Registered Practitioner (RP),
- Co-Chair of the Software for Defense nonprofit.

Jerry is a regular speaker at national events, advising Defense Industrial Base (DIB) leaders on cybersecurity and DFARS/CMMC compliance. He helps executives recognize their essential role in protecting relationships with customers, partners, suppliers, and government entities. His strong connections within the CMMC community and leading technology providers enable him to deliver top-tier solutions for the Defense Supply Chain.



WHAT IS THE OPPORTUNITY

When the Federal Government Changes the Rules, there are new winners and losers!

Greatest Opportunity in Your Lifetime!

Business & Revenue Growth

Contract compliance (e.g., CMMC) means more business opportunities, economic stability, and competitive advantage.

Reduced Legal Liability

Reduced regulatory risk such as False Claims Act (FCA) violations. Regulatory bodies hold executives accountable for compliance failures.

Trust Expansion

Customer, stakeholder, & financial market confidence determines market position and opportunities.

The Global Defense Market: A **Trillion-Dollar+** Opportunity

\$1T+

Annual Global DIB Spending

The global Defense Industrial Base sector represents over **\$1 trillion in annual spending**, supporting R&D, design, production, and maintenance of military systems and critical defense technologies.



Key Market Dynamics

Billions in Revenue Opportunity

Federal cybersecurity mandates reshape the market—creating risks for unprepared organizations and opportunities for capable providers.

Rising Investment Requirements

Defense suppliers are increasing investments, with CMMC Level 2+ compliance often driving security spend to **5–6% of revenue** during peak years.

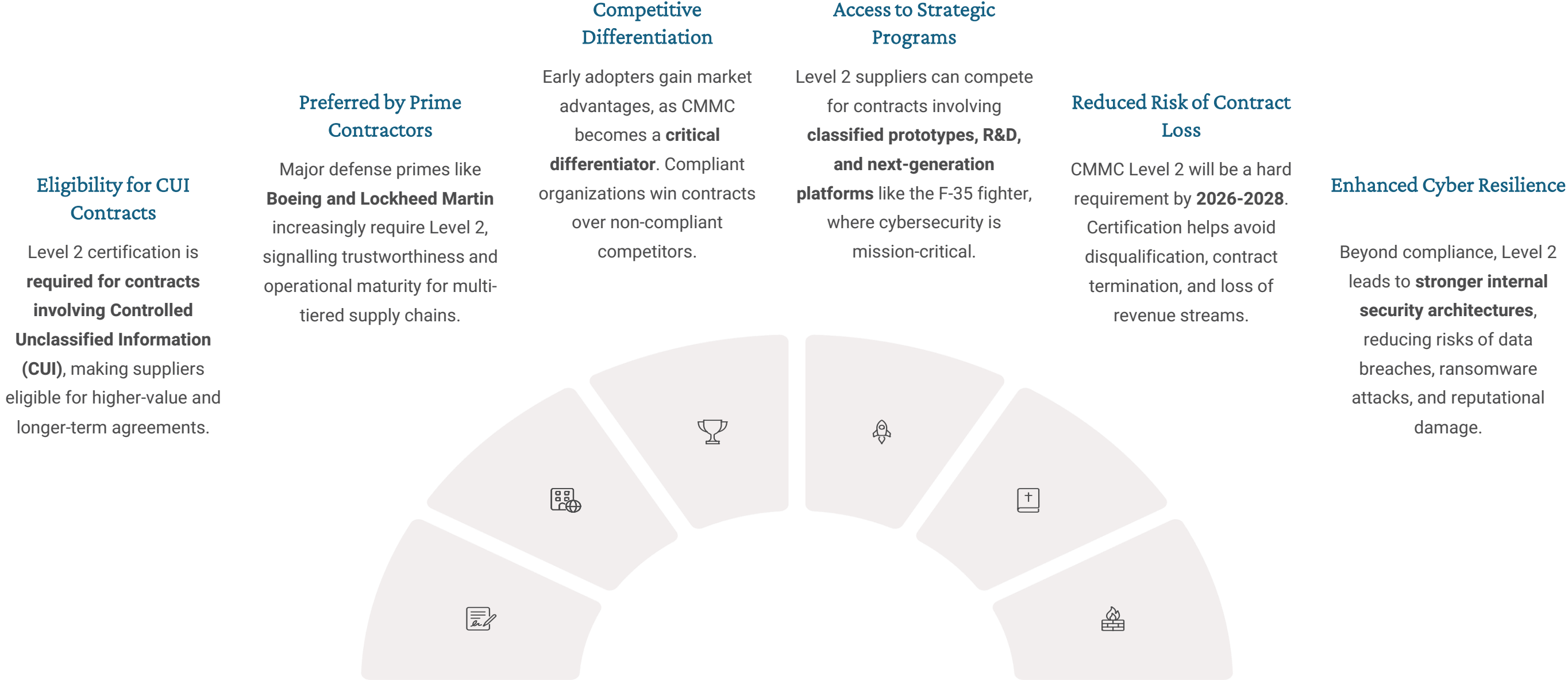
Massive Addressable Market

Estimated **300K+ contractors and 2.5M federal vendors**. CMMC certification unlocks high-value contracts across defense and civilian agencies.

Compliance Gap: Gartner reports regulated industries spend 6-10% of revenue on IT, cybersecurity, and compliance. Defense currently allocates only **2-4%**—creating a significant capabilities gap.

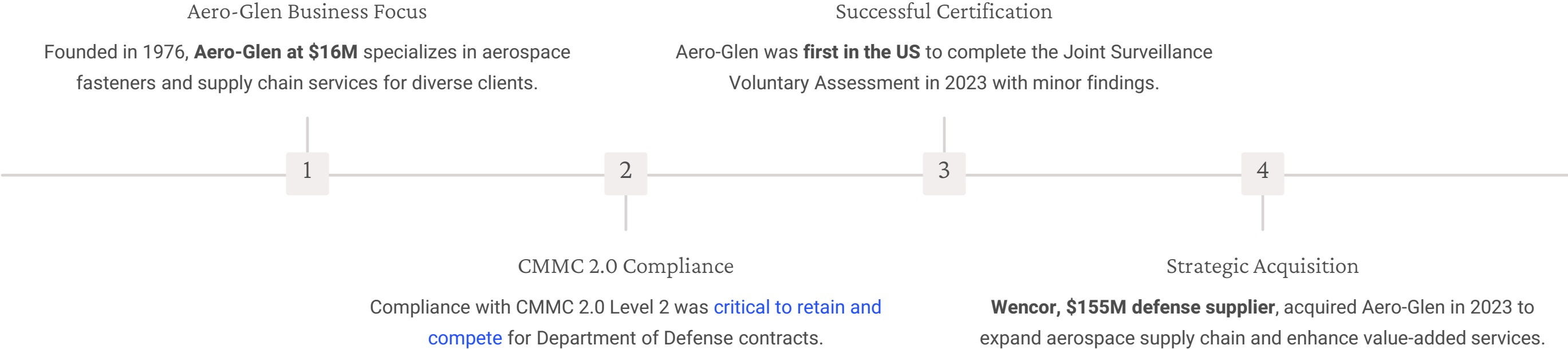
Strategic Opportunities for CMMC Level 2 Suppliers

Achieving CMMC Level 2 certification offers significant competitive and financial advantages for defense contractors, positioning them as trusted partners for sensitive defense information.





Case Study: [Aero-Glen International](#) CMMC 2.0 Certification & Wencor Acquisition



Business Development Approaches

DoD is the point of the Federal security & compliance spear!

Seize the opportunity today and for the future before others catch up!

Win More Market Share

Win more competitive contracts as the low risk, secure and stable partner.

Displace Incumbents

Displace existing contract incumbents and competitors that are slow to embrace CMMC, security & compliance certification.

Expand Market Opportunities

CMMC is a high value certification that other Federal agencies, primes, and subcontracts are looking for to reduce risk and liability.

Leverage Compliance as a Competitive Advantage



Highlight Compliance Publicly

Publicly display your CMMC Level 2 certification in marketing, proposals, and on your website. This differentiates your organization and demonstrates credibility during source selection.

Build Client Trust Through Security

Achieving CMMC Level 2 significantly builds trust with prime contractors and government clients. It signals a serious commitment to data protection and robust security practices.

Differentiate From Competitors

Stand out in a competitive market. Certification makes your organization a safer, more reliable partner, enabling you to win contracts based on reduced risk and security maturity, not just price.

Gain Preferential Treatment in Contracts

Certified suppliers receive preferential treatment for contract awards and strategic partnerships. Prime contractors actively seek compliant partners to reduce supply chain risk, opening doors to sole-source negotiations.

Expand into New Markets

1

CMMC: Your Gateway to Defense Contracts

Achieving CMMC certification is crucial for unlocking access to the lucrative defense market and securing critical government contracts.

2

Team Up for Bigger Contracts

Partnering with other CMMC-certified companies helps secure larger, more complex contracts. Joining forces with major defense contractors provides access to broader networks and opportunities.

3

Diversify for Steady Growth

Expand beyond single clients or markets by offering more products and services across a wider customer base. This reduces your risk and ensures more stable, lasting growth.

4

Network to Find New Chances

Engage in defense industry groups and CMMC workshops for valuable networking opportunities. Building relationships helps identify partners, gain market insights, and uncover upcoming contract opportunities.



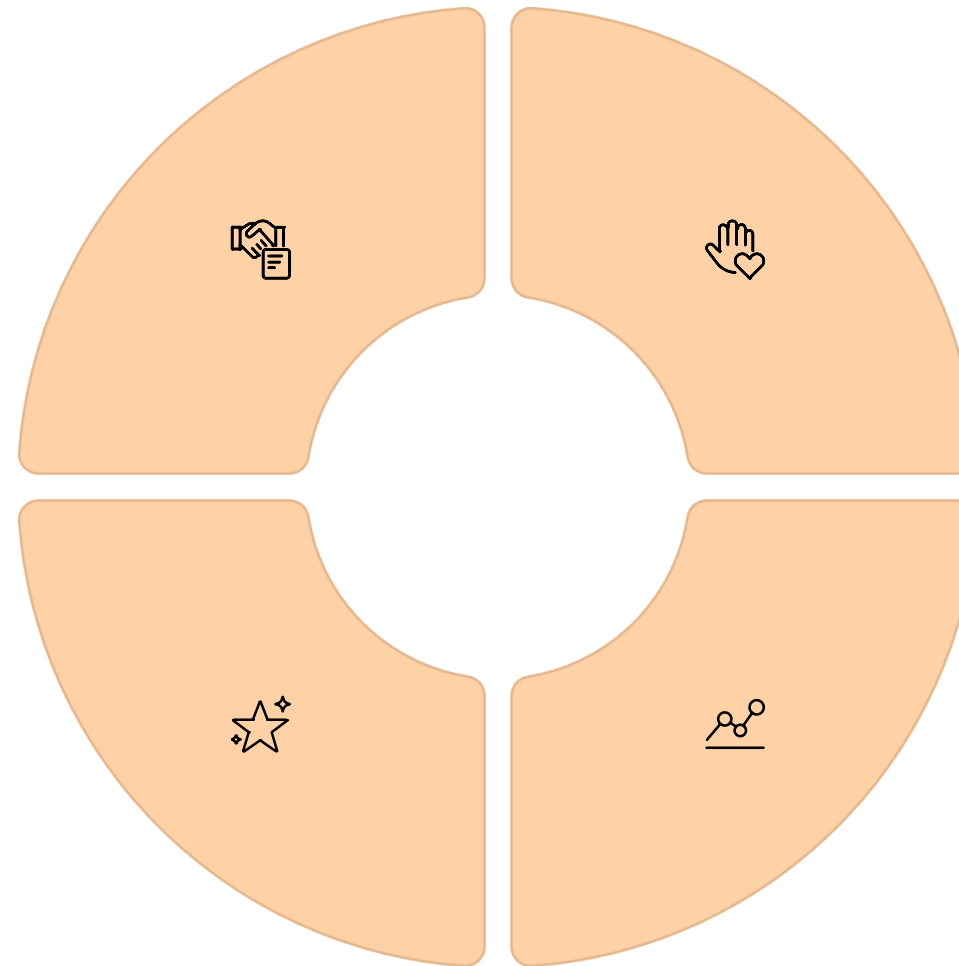
Strengthen Existing Supplier Relationships

Collaborate on Compliance

Partnering with suppliers on rules reduces costs and accelerates adaptation to new regulations. Shared training and problem-solving create mutual benefits.

Enhance Reputation

Demonstrating reliability and strong collaboration builds a reputable presence in the defense industry, attracting referrals and invitations to major projects as a trusted partner.



Build Trust & Reliability

Clear communication and reliable service foster strong, lasting trust. This leads to key partnerships and early opportunities for trusted suppliers.

Innovate Through Connection

Active participation in industry groups and networks shares knowledge, speeds up new ideas, and provides early insights into future needs and shared research opportunities.

Selling CMMC Certification: Strategic Messaging Framework

Successfully marketing your CMMC certification requires **strategic messaging** that resonates with different stakeholder audiences and clearly articulates the value your certification delivers.



Lead with Risk Reduction

"We reduce your exposure to supply chain breaches and DFARS/CMMC violations." Emphasize how your certification protects prime contractors from flow-down risk.



Position as a Compliance Accelerator

"We help you stay ahead of DoD mandates and enforcement timelines." Highlight readiness for DFARS 252.204-7021 and upcoming deadlines.



Showcase Operational Maturity

"We've built secure, resilient systems that support mission-critical work." Describe network segmentation, MFA implementation, access controls, and incident response protocols.



Offer Partnership Stability

"We're a low-risk, high-trust supplier ready for long-term engagement." Showcase audit history, certification renewal plans, and continuous monitoring capabilities.



Use CMMC as a Differentiator

"We're among the few suppliers already certified—ready to execute now." Highlight how early certification positions your organization for priority onboarding.



Tailor Messaging by Audience

"We speak your language and understand your priorities." Customize your messaging for IT/security teams, executives, and procurement/legal stakeholders.