

## **The Anti-Difference Maker: Chris Yancy, Cybersecurity Specialist**

**Weddle (901-570-1165)**

**INTRO:** Cybersecurity specialist Chris Yancy is educating businesses across Memphis, TN., through proactive awareness and protective anti-difference in the areas of phishing emails, ransomware, and hackers.

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<<script and mixing instructions>>

**[NAT 1]**

[ :4]

**[NAT 1]** bring in down below

**[VO 1]** Yancy has been in education for nearly twenty years. Working at the Shelby County school system as a technical advisor, he garnered a love for teaching. He commented that even though he loved working there, he desires to help local businesses stay safe amidst this tumultuous time.

[ :15]

**[NAT 1]** fade out

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**[ACT 1]** “Coronavirus has changed the way everyone works, forever, you know? And when I say everyone, that includes cybercriminals because they’ve had a really busy and lucrative last two years.

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**[VO 1]** That’s Chris Yancy, our defacto hero of cybersecurity. According to Yancy, in 2020 alone, 30 billion data records were hacked and stolen by cybercriminals. That number is more than the past fifteen years combined.

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**[ACT 1]** “We’re talking anything from a social security number to a driver’s license, to a births certificate, and all the way to a full medical health record,” Yancy said.

[ :8]

**[NAT 2]: Office sounds**

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**[NAT 1]** bring in down below

**[ACT 1]** “...especially in the business world, you’d expect COVID-19 to slow things down; however, it with cybercriminals it has ramped up in the worst way.”

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**[VO 1]** According to Yancy, Phishing scams is the most popular form of malware for hackers. Fortunately, Yancy now works at a technology and security company called ProTech Services Group, Inc., headquartered in Memphis, TN. There, he is the Security and Solutions Advisor. His job is to educate businesses, train employees on essential prevention software, and run Managed Phishing email campaigns. Managed Phishing is a simulated service that Yancy executes for businesses. Through emails, it gives the executive a chance to see what employees are clicking on malicious links. Yancy commented that business owners are continually shocked that the most significant threat posed to their company are the employees themselves.

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**[ACT 1]** “They always think, ‘Oh, it’s not going to happen to me.’ but the thing is, it’s happened to plenty of people, right here in the Memphis area! And again, It’s not a matter of if; it’s always a matter of when. But when the when gets here, are you prepare, or are your employees prepared to say ‘Hey! I recognized this because this is what that guy Chris was talking about. I’m not going to put this USB drive in my computer or I just got this email, let me call I.T and let them know about it because I’m not going to click on this hyperlink, I’m not going to download it, I’m not even gonna forward it to anybody and say look at this; I know what to do’ I so, I love talking to people about these types of situations because it’s not a matter of ‘okay well, that doesn’t really apply to me.’ If you got a Wi-Fi connection and an email address, it applies to you.”

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**[VO 1]** Additionally, Yancy also deals with crisis response. After a company makes a misstep, Yancy is called to clean up the digital mess. Although, his entire job is to avoid such a situation. Through proactive measures, security awareness training, and expert advice, Chris Yancy makes a difference in the Memphis community by being an anti-disruptor.

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