

Jay Nichols

Federal & Defense Technology Sales Executive · Author of *Ghost Code Selling*

jaynichols.net · jay@jaynichols.net · +1 919.348.6268 · linkedin.com/in/jaynichols

SHORT BIO

Jay Nichols is Director of Federal Sales at Waterfall Security Solutions, a USMC veteran with an active TS clearance, and the author of *Ghost Code Selling*. Over 20+ years in IT security, OT/ICS and SaaS, he has helped federal agencies, Defense Industrial Base primes and critical infrastructure operators harden their environments and turn compliance mandates into measurable outcomes.

LONG BIO

Eight years in the U.S. Marine Corps as a CH-46E and H-3 Weapons & Tactics Crew Chief supporting Presidential airlifts (HMX-1) forged Jay's conviction: the systems our nation depends on demand the same fierce protection as the people they serve.

Today he helps federal agencies, DIB primes, and critical infrastructure operators harden their environments against advanced cyber threats. His focus areas include OT/ICS security for energy, nuclear, defense, and manufacturing; federal procurement (GSA, SEWP, FedRAMP); and compliance frameworks (NERC CIP, IEC 62443, 10 CFR 73.54, CMMC Level 2+, FedRAMP). He leads with mission alignment, not product, engaging executive stakeholders across DOE, DOJ, NRC, and DoD.

Jay closed a $27.5M ACV deal with the U.S. Department of Energy and averaged 191% of quota over the last three years, with a peak year at 382%. Earlier roles include Schweitzer Engineering Labs, Darktrace, Radware, Dito (Google Cloud), SAP and BlackBerry. He holds a B.S.B.A. in Marketing from the University of North Carolina at Greensboro and certifications including CISSP, CCSP, CCSK and GICSP.

SPEAKING TOPICS

- **Explainability Closes Deals**: What enterprise and federal buyers ask before they trust security AI
- **You Don't Think You're a Defense Contractor**: CMMC applicability in plain English: the five questions that decide whether it applies
- **The Autonomy Paradox**: Machine-speed attacks on the grid
- **Selling to the Mission**: Navigating federal procurement for OT security: GSA
- **Ghost Code Selling**: How to command your AI intern: the C
- **Show Your Work**: Why AI used in regulated industries must cite its sources

Formats: keynote, panel, roundtable, podcast. Booking: jaynichols.net/speaking · Media kit: jaynichols.net/media-kit