

risk3sixty

Renegade Review

2025
Quarterly

3

From the CEO

How To Compete When You're An Underdog



Christian Hyatt
CEO & Co-Founder

Running an independent, self-funded business means embracing a different kind of challenge. Without the backing of outside investors or deep-pocketed funding, success depends on making smart, deliberate choices—investing in growth sustainably, building a strong team and focusing on long-term value over short-term hype.

This kind of business model offers freedom—freedom to treat clients exceptionally well, to build a meaningful internal culture and to take risks based on values rather than investor expectations. It's part of what makes smaller, more agile firms stand out. But it also means operating as the underdog.

Underdogs don't have the luxury of massive marketing budgets or the ability to burn through cash to dominate visibility. Larger, heavily funded companies can flood the market, grab attention and expand aggressively—regardless of whether they're profitable. Competing with that kind of presence is daunting.

But while underdogs may never outspend the competition, they can outthink them.

So, how do smaller players thrive in an industry dominated by giants? By being scrappy, creative and relentlessly focused on what truly matters—delivering exceptional value, forging strong relationships and staying nimble enough to seize opportunities the big players miss.

3 Ways To Win As An Underdog

1. Give first, and then some folks might do business with you.

In 2020, we decided to start producing free content for cybersecurity and compliance experts.



Our logic is that if we "give first," some of the folks enjoying our content will decide they want to do business with us one day.

Since then, we have produced hundreds of videos on YouTube, hosted webinars every month, published hundreds of free guides and templates, created complete courses, spoken at dozens of conferences and more.

It takes a lot of work to produce content consistently. Thousands of hours of effort. But we felt convinced that if we focused on serving the people in our community, we would eventually earn a few raving fans.

Over 1 million people have viewed our content, and many of our sales prospects refer to our content while engaging with or using our services during the sales process. We made the first move, and a few people decided to do business with us.

To be clear, I'm not saying that you need to start creating content. But you do need to think about how to give as much value as possible to the people you serve—and do it. Do it generously. With no strings attached. And eventually it will pay off.

Underdogs that give the most win.

2. Solve a specific problem better than anyone.

The Cheesecake Factory has 47,500 employees and 213 locations. Their menu is a small book, they are located in prime locations and they have huge negotiation power with their suppliers. They have built a solid company.

However, in Atlanta, there is a little Barbecue restaurant called Heirloom Market Barbecue. It's a single location—a hole-in-the-wall joint. But I'll be darned if that place isn't the first [Micheline Star](#) restaurant in Atlanta.

So, what do they do that others can't?

- **People:** The two chefs in the back. Yeah, that's the owners. They are there every day. Heirloom has an elite staff that makes it run like a finely tuned machine.
- **Process:** Cooking process and recipes honed over a decade that result in a consistently great product.
- **Technology:** Fresh ingredients, wood-fired smoker built by the expert chefs who work the grill every day.

They solve barbeque better than anyone. That same lesson applies to all the underdogs out there. You do not have the luxury of being like The Cheesecake Factory. Instead, you have to niche down. You have to have a singular focus on a single problem better than anyone else in the world.

Niches are where underdogs win.

3. Do the right thing for a long time without quitting.

I recently read a biography of Warren Buffett. What resonated with me about Warren Buffett is his long-term "buy and hold" investment strategy. That mindset allows you to make prudent long-term value decisions that directly benefit our most important stakeholders: **our clients and our team.**

The funny thing is that kind of long-term thinking is out of style. It's almost old-school thinking. It flies in the face of all the headlines you see in the technology and SaaS space. All of the "Unicorns," the big rounds of investments and billion-dollar valuations we see in the tech space.

But then I remember what Buffett said: "Time loves a good business."

Now, don't get me wrong. I respect the founders out there who achieve "Unicorn" status. That is a fantastic accomplishment. However, I would encourage more of us to think of ourselves as an investment you "buy and hold." From my experience, the surest path to business success is doing the right thing consistently, for a really long time.

To endure.

The fact is that most folks aren't willing to do something that long and that consistently. Endurance and sustained discipline are hard. However, it all but guarantees success if you do.

For Underdogs, time is on our side. And, I'll repeat it: "Time loves a good business."

That's because, by necessity, we underdogs have finely tuned our business model for sustainability. It is in our DNA to run lean, serve our customers, serve our team members and earn a profit. Our culture tends to be genuine because it was forged over time, not purchased during the last round of funding. The result? Underdogs have the opportunity to be predictable, stable, value-based and consistent.

The long road is where Underdogs win.

In Their Words: What Our Clients Are Saying

Leave No Doubt



NPS Score: 10

Feedback: Communication, quality of work, expertise

NPS Score: 10

Feedback: Very good response. Very professional in all meetings. Provided great feedback.

NPS Score: 10

Feedback: Quality of work and ease of access for resources. I really like using fullCircle.

NPS Score: 10

Feedback: I appreciated the smooth experience, the flexibility around tooling and meeting schedules, the responsivity during communication.

NPS Score: 10

Feedback: risk3sixty proved to be an invaluable partner during our recent SOC assessment. The ability to leverage a single platform to notify stakeholders, collect evidence, receive auditor feedback, and manage many other aspects of the process made this year's assessment significantly more efficient and seamless.

NPS Score: 10

Feedback: Great team - from sales through audit and close out. Professional, personable - added a lot of value through the audit which will materially improve our program.

NPS Score: 10

Feedback: I feel that Grace, with the help of Nelson, delivered a high quality audit. Regular communication, an understanding nature in occasions when roadblocks arose and a deep understanding of the respective standards were key factors. Thanks Grace for your hard work - enjoyed working with yourself and the team.

NPS Score: 10

Feedback: My primary contact, Liz Kim was an excellent facilitator and guide throughout our SOC-2 accreditation process. I found Liz to be knowledgeable, responsive, and personable, making the entire experience relatively seamless.

NPS Score: 10

Feedback: It was a great experience working with such a dedicated and collaborative team on this project. Everyone brought their unique strengths to the table, communicated effectively, and remained focused on our shared goals. Thanks to the risk3sixty team's collective effort and commitment, we successfully met all deadlines and delivered quality results. It was a true example of teamwork at its best.

“Creating “Wow Moments” for Our Clients



At risk3sixty, we're committed to delivering more than just great service—we aim for "Wow Moments" that turn satisfied clients into raving fans. As CEO & Co-Founder Christian Hyatt puts it, these moments are about going beyond expectations to redefine excellence in the security industry.

Here's how our team is bringing that vision to life

- Ryan Wheeler – Delivered innovative AI features within fullCircle, elevating client capabilities.
- Grace Pfohl & Lindsey Nicholas – Led impactful AI-driven Policy Differential Analysis for a client, showcasing precision and insight.
- Zach Fey – Engineered a server that has built foundational piece of our infrastructure.
- Carlin Cole – Built a tailored demo environment that wowed prospects and boosted engagement.
- Will McGraw – Discovered a critical router vulnerability in a notable tool, earning a CVE and reinforcing our security leadership.
- Elizabeth McConnell – Demonstrated exceptional risk assessment and engagement scoping expertise.
- Joey Braido – Delivered rapid, reliable solutions across new frameworks, enabling fast, flawless client wins.
- Audrey Johnson – Set the standard in customer support, forging strong relationships with fullCircle clients.

These standout efforts reflect our team's dedication and servant leadership with the mindset of empowering clients to strengthen their security posture and build reputations that inspire trust.





Craftsmanship Highlights

Master Tradesmen Who Producing Uncommon Quality



Atlanta Business Chronicle

Pacesetter Award Hall of Fame

To mark their 30th anniversary of their Pacesetter Awards, Atlanta Business Chronicle inaugurated the Pacesetter Hall of Fame and inducted 30 companies that have appeared the most often on our list of high-growth local companies and whose metrics highlight the success of the Pacesetters program.

We're excited to announce that risk3sixty has been honored as a Pacesetter Hall of Famer. This year will mark our seventh consecutive award and we're proud to join alongside 30 standout organizations recognized for sustained growth and excellence within our company.

The Pacesetter Award is no small feat. It recognizes privately held companies in the metro Atlanta area that have achieved more than 50% revenue growth over two years and meet rigorous criteria around employee growth and business performance.

This recognition isn't just about the numbers. It reflects the dedication of our team, the trust of our clients, and our continued commitment to building something extraordinary in the cybersecurity space.

Best Places to Work

At risk3sixty, we continuously listen, adapt and evolve our employer value proposition to reflect what truly matters to our team. They're our most vital stakeholders and the reason customers stay and believe in what we're building.

We're incredibly proud to share that for the sixth consecutive year, we've been named one of Atlanta Business Chronicle's Best Places to Work 2025

This recognition is especially meaningful because it comes directly from our team. It's a powerful reminder that great businesses are built by taking care of people.

Forbes Editors' Choice

Our CEO, Christian Hyatt, was honored this past quarter on the Forbes "Editor's Choice" list for two standout contributions to the Forbes Technology Council.

In "The Times They Are A-Changin': How AI Could Lead to a Creativity Famine," he explores the unintended impact of over-relying on AI and what it might mean for human creative capacity.

In "How to Compete When You're an Underdog," he shares insights on how smaller players can punch above their weight by embracing agility, grit, and smart differentiation.

As a member of the Forbes Technology Council, an invitation-only community for senior tech leaders, Christian's inclusion on this list confirms his voice among the industry's list of respected thinkers.



Most Admired CEO

Our CEO & Co-founder, Christian Hyatt, has been named one of Atlanta Business Chronicle's Most Admired CEOs for 2025. An honor celebrating visionary leaders who are driving Atlanta's growth through business excellence, people-first culture, and community impact.

This recognition reflects Christian's unwavering leadership and strategic foresight over the past 9 years, transforming risk3sixty into a model for innovation and exceptional client experience in the professional services and technology industry.

SANS Difference Maker Awards Finalist

We're proud to share that our Director of Offensive Security, Cory Wolff, has been selected as a Top 5 Finalist for the SANS Difference Makers Awards in the "Practitioner of the Year: Red Teamer or Offensive Operator" category.

The SANS Difference Makers program honors cybersecurity practitioners who drive innovation, deliver measurable impact, and give back to the infosec community.





Team Highlights

Continuity in Purpose and Action



Q2 Off-Site Recap: Vision, Recognition, and Great Vibes

To mark the close of Q2, the risk3sixty team gathered at the Avalon Hotel in Atlanta for a full-day off-site focused on transparency, alignment, and momentum heading into the second half of the year.

The agenda featured a company-wide update on KPIs, strategic priorities by department, and shoutouts to team members going above and beyond, including special recognition for individuals delivery exceptional quality and a demo of the latest features in fullCircle.

The day wrapped up with a happy hour at South City Kitchen, where the team enjoyed southern classics and great conversation.

We're grateful for the energy and connection shared, and looked forward to carrying that spirit into the next quarter.



Making a Paw-sitive Impact

Our Corporate Service Day at Fulton County Animal Services

We're incredibly proud to share the success of our Q2 corporate service day at risk3sixty, spearheaded by the amazing Grace Pfohl and Christina Basore!

Our team generously dedicated their time to volunteer at LifeLine Animal Project, Fulton County Animal Services and it was a truly rewarding experience for everyone involved.

Our corporate service day isn't just about giving back; it's about building a stronger team and a more connected community. These opportunities allow us to step outside our daily roles, collaborate in new ways, and remember the greater good. It's a powerful reminder that our collective efforts can make a tangible difference in the lives of others, and in this case, our furry friends!

During our time at Fulton County Animal Services, LifeLine Animal Project, we not only got to walk with the wonderful dogs, but we also helped assemble essential care packages for future foster families.

Investing in our community through corporate service days truly matters. It fosters a culture of compassion, strengthens team bonds, and demonstrates our commitment to being responsible corporate citizens.

Quarterly Catch-Ups

Team Bonding on the Fairway

During Q3 quarterly week, risk3sixty team members take their discs and hit the course for a casual round of frisbee golf. While the competition was friendly, the real goal was simple: connect, catch up, and enjoy each other's company.

Whether it's team outings, meals, or a disc golf game, these shared moments remind us why we love working together.



Armada Team at Red Team Village @ DEF CON 33

The risk3sixty Armada team showed up in full force at this year's Red Team Village at DEF CON 33 in Las Vegas.

As proud sponsors of RTV and with our own Cory Wolff serving on the RTV board, we were excited to contribute four standout sessions, including panels and workshops led by Cory, Will McGraw, and Aaron Hogan.

From deep dives into red teaming techniques to career insights in offensive security, our team helped fuel some of the most engaging conversations of the week.

We're grateful to be part of such a passionate and innovative community and we're already looking forward to what next year brings.

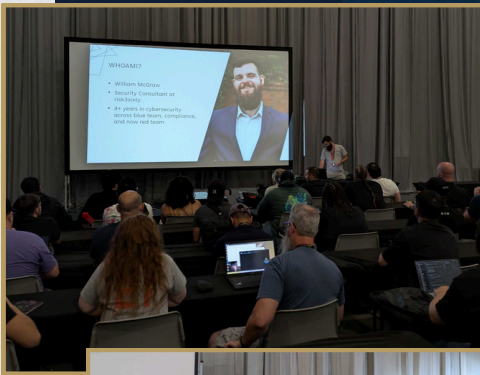
Cory Wolff on Tour

Our Director of Offensive Security, Cory Wolff, has been on the road sharing cutting-edge research and insights into attacker behavior.

This quarter, he took the stage at BSides NEPA and THREATCON1, delivering deep-dive talks on the leaked inner workings of BlackBasta and LockBit, two of the most prolific ransomware groups to date.

From affiliate recruitment to payout negotiation tactics, Cory unpacked the real-world mechanics behind ransomware operations and how defenders can adapt.

His work is helping push the industry forward and putting Attack Surface Management (ASM) in the spotlight where it belongs.



Welcoming Our 2025-2026 Georgia Tech Capstone Team

We're excited to introduce this year's Georgia Tech Denning Technology & Management (T&M) capstone teams, led by Wright Malone, Senior Software Developer, and Kevin Ketts, CTO.

This marks our fourth consecutive year partnering with the T&M program—a collaboration that brings together bright, driven students to help us tackle real-world challenges and develop innovative solutions for the business.

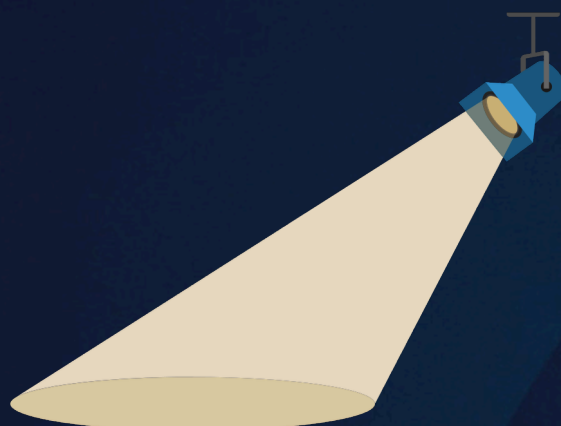
We look forward to seeing their final deliverables in the spring and watching their professional growth unfold throughout the journey.



Team Spotlight

Risk3sixty encourages additional training and certifications by covering the cost and time for employees to grow in their skills and expertise.

We are proud of what these individuals accomplished this quarter to continuously elevate themselves to the next level!



Alex Sullivan

CMMC Practitioner &
ISO 42001 Lead Auditor



TJ Capaldi

CISA & HITRUST CCSFP



Jeremy Brandt

ISO 27001 Lead Auditor



Carlin Cole

Agentic AI and
AI Agents



Jeremy Sharp

HITRUST Quality
Professional



Aaron Hogan

OffSec Web Expert
(OSWE)

New Hires

We are thrilled to introduce the incredible individuals who have joined risk3sixty this quarter! We are grateful to have them on board and can't wait to see the amazing impact they will bring to the team and the company. Let's achieve great things together!



Ansh Dalia



Steve Guris



Steadfast Highlights

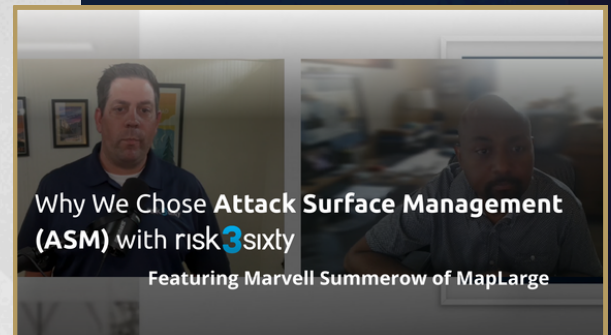
Consistent, Firm, and Adherence to the Code

Interview

Why MapLarge Chose Attack Surface Management With risk3sixty

Hear how MapLarge uses Attack Surface Management as a critical layer in their security program, and why they continue to partner with risk3sixty after 7+ years.

[Watch Now](#)



Series

GRC Agentic AI Roadmap Series

GRC teams today face unprecedented pressure; from regulatory complexity and rising cyber threats to flat budgets and skyrocketing expectations. Traditional, manual governance programs simply can't keep pace. Agentic AI offers a breakthrough: it automates routine work, scales expertise, and enables agile, data-driven decisions.

[Watch Now](#)



Whitepaper

The Business Case for GRC Agentic AI

This whitepaper explores three macro trends that are making Agentic AI a business imperative for GRC teams. It offers a practical five-step roadmap for adopting Agentic AI, along with four real-world use cases that demonstrate measurable ROI.

[Download](#)





Video

ISO 42001 Basics: Everything You Need to Get Certified

This session breaks down what ISO 42001 is, why it matters for your business, and how to build a certification roadmap. Learn how to align ISO 42001 with your existing ISO 27001 program, manage AI risks, and meet emerging regulatory and customer requirements without overwhelming your team.

[Watch Now](#)



Video

How to Add ISO 42001 to Your ISO 27001 Program with risk3sixty + Schellman

Our companies team up to walk through the business case, implementation strategy, and certification process for ISO 42001, designed specifically for organizations already managing an ISO 27001 program

[Watch Now](#)



Pack

SOC 2 + AI: How Your SOC 2 Report Can Showcase Responsible AI

This compliance pack explores how your SOC 2 program can be used to report on AI practices and meet rising stakeholder expectations. Backed by insights from thousands of assessments across SOC 2, ISO 27001, and ISO 42001, we break down key requirements, reporting options, and implementation tips.

[Download](#)

Video

How to Harmonize Compliance Across Business Units Leveraging a Control-Centric GRC Platform

Risk3sixty's Kevin Ketts (CTO) and Carlin Cole (Product Manager) guide you through a control-centric GRC approach to streamline compliance across multiple frameworks and business units; no more duplicate audits or last-minute scrambles.

[Watch Now](#)



Series

Scaling Compliance: Streamlining Controls and Reducing Complexity

This 3-part series equips GRC leaders with a roadmap to harmonize control sets, align governance, and scale compliance programs efficiently. Each part builds on the last, covering the why, how, and what's next of harmonization.

[Watch Now](#)



Blog

Why Harmonization is the Missing Link in Your Compliance Program: A Strategic Wake-Up Call for GRC Teams

Harmonization is the strategy of structuring your compliance program to eliminate redundancy and simplify management. It doesn't replace your frameworks; it aligns them.

[Read More](#)



Whitepaper

Mid-Year PCI DSS Briefing

The first half of 2025 marked a turning point for PCI compliance. As PCI DSS v4.0.1 became enforceable on March 31, organizations faced 51 newly required controls ushering in major changes to vulnerability scanning, change detection, and access management.

[Download](#)



Case Study

How Fullstory Harmonized 10 Frameworks

Learn how Fullstory reduced complexity and maximized efficiency by harmonizing ISO 42001, SOC 2, PCI DSS and others into one workstream.

- 10 Frameworks, One Compliance Program
- 3x Faster Audit Prep
- Among the First to Achieve ISO 42001 (AI)

[View Case Study](#)



Case Study

Salesloft Scales SOC 2 & ISO 27001 While Growing From a Startup to an Enterprise

Learn how Salesloft was able to balance security and operational agility while growing more than 25x in revenue.

- 7 strategies for scaling SOC 2 and ISO 27001 during hypergrowth.
- 3 key takeaways for aligning security with business objectives and streamlining operations.

[View Case Study](#)





ARMADA

Powered by risk360



Video

INSIDE INFOTEALERS: EVASION, EXPLOITATION, AND LESSONS FROM CHANGE HEALTHCARE AND SNOWFLAKE

Infostealers have become one of the fastest-growing threats in cybersecurity, fueling major breaches and enabling attackers to quietly steal credentials, financial data, and sensitive IP. In this technical session, Cory Wolff and Nick Swink break down the full lifecycle of infostealers.

[Watch Now](#)

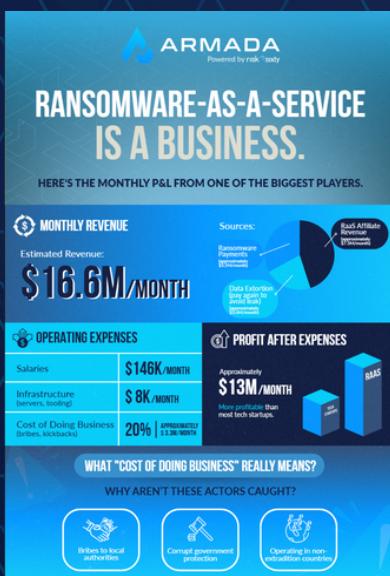


Blog

EXPLOITING SHAREPOINT PERMISSIONS THE CO-PILOT WAY

Copilot makes identifying mis-configurations in SharePoint much faster and easier to see. It honors existing permissions via Microsoft Graph: if a user can access content, Copilot can summarize. That means any accidental read access becomes dramatically easier to discover.

[Read More](#)



Infographic

HOW MUCH MONEY DO RANSOMWARE CREWS MAKE?

What if ransomware had a CFO? Here's what the books would show. Our team broke down the monthly P&L of one of the most active ransomware-as-a-service crews.

[View](#)



Now Live: fullCircle AI Is Here to Supercharge Your Compliance Workflow

We're excited to announce the launch of fullCircle AI, now live inside the platform. Designed to streamline your day-to-day security and compliance workflows, fullCircle AI gives you real-time support right where you're working.

With a simple click, you can ask questions, draft or summarize documentation, clarify requirements, and get instant guidance – all tailored specifically to the cybersecurity and compliance context of your program. No switching tabs and no digging through policies. Just fast, accurate answers at your fingertips.

Need help with risk management guidance? Looking for best practices for your next security awareness training? FullCircle AI has you covered. Our goal is to help you manage your program more efficiently, reduce uncertainty, and stay audit-ready at all times



[Watch Now](#)

4 New fullCircle Features That Make GRC Work Smarter, Not Harder

Control-Specific Findings Management

Get real-time visibility into the health of any control by viewing findings directly tied to it.

- See all findings in one place, organized by priority
- Manually add or link existing findings with full context
- Easily show auditors how issues were identified and remediated



[Watch Now](#)

Risk and Task Linking in Framework Controls

Maintain full traceability between your framework controls, risks, and remediation tasks.

- Link tasks and risks directly from the control view
- Two-way visibility across risk registers and project modules
- Improve gap remediation and program oversight



[Watch Now](#)

Evidence Object Scoping in Controls Module

More powerful filtering and reporting with scoped evidence objects.

- Add or remove scopes directly from an evidence object
- Automatically inherit scopes from linked controls
- Filter dashboards and reports by scope for targeted views



[Watch Now](#)

Homepage Dashboard Report Export

Create professional, executive-ready compliance reports in seconds.

- Generate a comprehensive PDF directly from your dashboard
- Share real-time metrics with leadership or auditors
- Save hours on manual reporting each month



[Watch Now](#)

risk3sixty

Want to Get In Touch?

One of our professional team members would love to help you out with any questions you have about your projects.



Ross McCurdy

ross.mccurdy@risk3sixty.com

Want to Join Our Team?

Contact vibes@risk3sixty.com