



**DIGITAL NOMAD  
& CYBERSECURITY  
SPECIALIST RELOCATES  
TO FREMONT COUNTY**



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A few years ago, Juan Reyes had concluded that he was tired of living in trendy tech locations. “Many people are attracted tech centers like New York, Austin, Silicon Valley, Denver, Seattle, and the like,” he says. “But the ‘trend attraction’ wears off and you’re left with traffic congestion, spiraling costs of living, and work-life imbalances.”

Juan had lived in Austin for almost 20 years and also spent time in Silicon Valley. With his son about to graduate from high school, Juan was ready to move to a new location. “But I really didn’t have a location in mind other than I wanted to move to the mountains,” he notes. At the time, he wasn’t ready to leave Austin due to personal and professional commitments. “I’m a bargain hunter and started to look for property in the mountains.”

In 2014, he found some property in Fremont County with a great view and bought it. He found another parcel in 2016 and another one near Westcliffe in 2018. “I frankly had never heard of Cañon City until I found the first property,” he relates. “When I began coming up to see the properties, I would stay in Cañon City. I hate to say it, but I wasn’t that impressed.”

But Cañon City began to grow on Juan over time. To start, it started to transform as the city underwent renovations and began to embrace its rural tech sector. “I didn’t force my way to Cañon City,” he comments. “I was really pulled here in the end. There were a lot of different forces that came together.”

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# BUILDING A CAREER IN CYBER SECURITY

Juan's professional career extends back to his time in the U.S. Air Force. "My initial assignments were in technology, and I simply gravitated towards cybersecurity almost from the start," he relates. "What attracted me the most to cybersecurity was the fact that it isn't assembly line work, where you are performing the same tasks over and over again."

For the past six years, Juan has worked as a senior security consultant at AT&T serving various commercial and public sector clients. Before he joined AT&T, Juan had a similar capacity at Genesis Networks Enterprises. "I was essentially on 'loan' to AT&T, until they decided to hire me as a managed services consultant. Consulting also gives me greater flexibility and better work-life balance."

Juan's academic sojourns didn't start in technology. "I was dealing with technology in the Air Force and decided to study something completely different that was of interest to me," he relates. His first bachelor's degree was in English literature. Interested in the semiotics of literary theory and language in general, he decided to tack on another bachelor's degree in philosophy. "Studying something different than what I was doing every day at work made me more well-rounded," he adds.

Juan's academic sojourn didn't end with the two bachelor's degrees. He proceeded to complete two master's degrees, one in information technology and one in identity management and security. With these degrees under his belt, Juan began teaching as an adjunct lecturer in the McCombs School of Business at the University of Texas at Austin. "I've taught numerous courses on a wide range of topics on cybersecurity and data networking," he says.



# A CHANCE MEETING AT THE LOCAL COFFEE SHOP

Juan became acquainted with Fremont Economic Development Corporation's TechSTART program more than a year before he moved to Cañon City when he was in town to

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close on the purchase of a bungalow in town. "I noticed an article in the newspaper that morning on TechSTART where Brad Rowland was interviewed and photographed," he says. "I recognized him from his picture in the paper and introduced myself to him." Within 30 minutes, Rowland had Juan at TechSTART giving him a tour of the facility and introducing him to some of the tech entrepreneurs in the center.

As a result of this chance meeting with Rowland, Juan formed numerous professional relationships with not only tech entrepreneurs in TechSTART but professionals in the Emergent Campus before finally moving to Fremont County in May 2020. Juan moved into a bungalow in Cañon City, which he plans to rent out once he finds a larger house or decides to build a new one. In the meantime, he built a sleeper shed on one of his properties where he is able to hang out when he wants to spend time in the mountains hiking, biking, and fishing.



# GETTING STARTED IN FREMONT COUNTY

Cañon City is dramatically different than the town Juan found during his first visit in 2013. “There is a thriving tech community as a result of TechSTART,” he comments. “Yet, Cañon City has retained its local culture—and without all of the negative things that accompany the ‘trendy’ tech destinations in major metropolitan areas.”

When it came time to choosing a location for an office, Juan elected for one in the Emergent Campus in Florence. “My home is close to TechSTART and I felt it would be good to spend some time outside of such a small circumference,” he says. “The Emergent Campus is different than TechSTART as well. While there are certainly some tech businesses and entrepreneurs in the Emergent Campus, there are a number of others. It provides a more diverse experience and chance to collaborate with professionals who aren’t simply focused on technology issues.”

Juan is also excited about playing a key role in expanding the Cybersecurity Program for the Pueblo Community College to the Cañon City campus. “Rural tech in Fremont County has a lot going for it,” Juan says. “One would assume that I would need to give up teaching by moving out into a rural location. That is far from the truth. I’ll be teaching in a program designated as a National Center of Academic Excellence in Cybersecurity [NCAE-C].”

## CYBER SECURITY SATURDAY

*Earlier this year, Cybersecurity Saturday was launched at the Emergent Campus. It takes place in the morning and is structured as a learning opportunity for not only entrepreneurs in the Emergent Campus but individuals and businesses outside of the campus. Juan has delivered presentations and led conversations on various aspects of cybersecurity such as penetration testing and perimeter security.*

*“The leadership team brings in third-party experts to teach on different subjects,” Juan says. “Certainly not a program you would expect to find in a rural center like Florence. We anticipate that it will generate further interest in the Cybersecurity Program at Pueblo Community College.”*

# DIGITAL NOMAD AT HOME

Now that nearly all of the workforce for AT&T Services, including AT&T Cybersecurity, and countless other businesses are remote, digital nomads like Juan are certain to become increasingly prevalent. “Outside of client requirements, we no longer need to be tied to a specific location,” he says.

Indeed, nearly all of the cybersecurity consulting work Juan performs for clients can be done just as effectively remote versus on premise. “Rural tech communities like the one in Fremont County will continue to attract digital



nomads like myself,” he concludes. “It is quite fulfilling to be in a place where there is growing energy and an opportunity to build something new and meaningful.”

## *Two MV Agustas for Fremont County*

Juan was first introduced to the MV Agustas while serving in the Air Force. “When I was stationed in Italy, I became acquainted with the MV Augusta brand of motorcycles,” he notes. “MV has quite the history and a mystique in its homeland of Italy. They have an iconic design and have unique engineering that distinguishes them from other street bikes. Some would call MV the Lamborghini of motorcycles. My bikes often draw questions and prolonged looks from people who have never seen an MV Augusta or heard of the brand.”

“There are a lot of really great roads in Fremont County,” Juan notes. “I’m still exploring many of them.” Juan came prepared when he moved from Texas, as he has two MV F4 sportbikes that he rides on the main roads and backroads of the county.”





## ABOUT FEDC TECHSTART

Fremont Economic Development Corporation is a 501(c)6 professional economic development organization focused directly on business attraction, retention and expansion in Fremont County, Colorado. With an established and growing network of business, academic and governmental partners, we directly assist companies with competitive location or expansion projects by connecting them with the right people, the appropriate resources and the most meaningful and relevant information. FEDC's TechSTART program is an award-winning tech sector co-working community, creating an innovation catalyst for rural Colorado.

FEDC TechSTART is a proud supporter of the Upper Arkansas Technology Sector Partnership, the second tech sector partnership in the state of Colorado.