Wait for Me, Black Hat! :)

written by Mert SARICA | 20 July 2016

“As You Know, since 2009, I have been writing a blog post every month, striving to contribute to cybersecurity awareness. One of the biggest factors that have contributed to the fact that the number of blog posts I have written has exceeded 140 by now is the positive feedback I have received from you. I would like to express my gratitude for your close and intense interest in my blog and my articles. When I look at the statistics of my blog, I am also delighted to see visitors from various industries, which contributes to cybersecurity awareness.

The close and enthusiastic readership of my articles sometimes brings me different opportunities (Intel Security Focus Security Conference, Black Hat USA 2015 Conference). Besides these opportunities, I also receive advertising offers for my blog from time to time. As a blogger with certain principles and the “Laws of Şoray,” one of the conditions I impose for those who want to advertise on my blog is that they must be security product developers, manufacturers, or service providers. I am careful not to accept advertisements from companies whose products or services I do not believe in or that may disturb my visitors. Furthermore, as an independent security expert who only talks about products he uses and knows well, I often set aside potential advertising revenue and cover the expenses I incur for security research from my own pocket (except for the “Pi Hediyem Var” cybersecurity games, which have sponsors, let’s say).

Starting from January 2016, with an investment that relocated its headquarters to the United States, NormShield, which runs its operations in Turkey through NRS Cyber Security, made me very happy with an advertising offer that came in March. If you ask me what this advertising offer was, in exchange for a one-year blog advertisement, they offered to give this security expert, who is always hungry for knowledge, a ticket to the world-renowned Black Hat USA conference. Being a security expert who knows and uses their products well, I happily accepted this offer without a second thought. I wanted to share with you that, in front of you, I have received my first official advertisement on my blog in years and that I am delighted to be attending Black Hat USA 2016 with NormShield attire.”

(Note: The text you provided appears to be a blog post or a personal announcement and contains specific details about the author’s experiences and decisions. It may not be suitable for direct translation into another language without considering cultural and contextual nuances.)



