



21–25 SEPTEMBER 2020

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SUBJECT MATTER EXPERT GUIDE

GUIDE OVERVIEW

For more than six decades, Global Security Exchange (GSX), formerly the ASIS Annual Seminar and Exhibits, has been the premier event for security professionals worldwide, providing industry-leading education, countless business connections and the latest products and services. This year, GSX is providing this reference guide to serve as a resource for media representatives looking for sources on-site, as well as a reference for future story opportunities. We encourage you to reach out directly to the experts included in this guide, and use the quotes provided – with attribution to the designated individual – in articles associated with GSX 2020.

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SEAN AHRENS

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Professional Bio

An asset protection (security) resiliency leader/expert security consultant with over twenty years of achievement, focusing on the development/administration of cost effective programs that reduce security exposures within domestic and international markets.

Led security implementations in healthcare, transportation, government and commercial sectors, resulting in the creation of robust security management programs.

Adding thought leadership and value to clients seeking benchmarking, workplace violence assessments, threat assessments, security programming, operational/procedural development, perimeter protection and security systems design.

AFFILIATED ENGINEERS, INC.

Consulting & Professional Services | Corporate Industrial | Critical Infrastructure | Crime Prevention Through Environmental Design | Education | Healthcare | Information and Technology | Pharmaceutical | Physical Security and Access Control | Real Estate & Construction Access Control | Security Risk Management | Security System Design & Integration | Video Surveillance | Emergency Notifications

What is the biggest challenge you face in your specific application/vertical?

Workplace violence prevention.

What technologies are having the most impact in your specific application/vertical?

OSDP, visitor management, surveillance.

How are security technologies impacting or contributing to business intelligence?

AI/Machine learning/big-data analysis.

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Professional Bio

Edward J. Ajaeb is a professional investigator and security intelligence analyst specializing in due diligence, open source intelligence (OSINT), online and social media investigations, and risk mitigation. He understands the critical importance of staying ahead of the curve when it comes to emerging and changing technologies, resources, practices, and digital tools relevant for investigations and intelligence collection. Ajaeb has worked with non-profit organizations, law enforcement agencies, governments, individuals, and Fortune 500 companies to offer leading-edge investigations and risk analysis. His social media and intelligence collection techniques have been presented live at various professional association conferences and published in several security and investigations industry publications. Ajaeb is a licensed private detective and president of Nighthawk Strategies based in Washington, D.C.

NIGHTHAWK STRATEGIES

Consulting & Professional Services | Security Services | Investigations & Intelligence | Open Source Intelligence (OSINT) | Social Media Intelligence (SOCMINT)

What is the biggest challenge you face in your specific application/vertical?

As social media platforms and technologies change, businesses must adapt and find creative ways to utilize both existing and new technologies to gather meaningful intelligence. Over-reliance on any one tool, platform, network, or method will cause a company severe disruption when no longer available. Instead, companies must understand how each new and emerging technology could add value to their ongoing intelligence-gathering, investigations, threat monitoring, and other security operations. This involves thinking critically about how technologies are used and exploited so that companies can have an edge on applying these tools to security awareness and risk mitigation.

How are security technologies impacting or contributing to business intelligence?

As investigative and intelligence methodologies shift to more virtual platforms, there is an increased demand for technologies which are capable of managing, cataloging, and assisting with the analysis of large volumes of online intelligence. Social media monitoring platforms, digital evidence archival software, and link analysis technologies all add significant value to the investigations and intelligence process.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

During the COVID-19 pandemic, individuals are using and engaging with social media platforms at record rates. Online and social media platforms have taken the place of traditional forms of communication and correspondence. As such, the understanding and application of social media intelligence technologies becomes all the more important for investigators and intelligence analysts. Security teams and investigation agencies must always be at the cutting edge of social media and online intelligence and continue to advance these practices and methodologies to conduct thorough investigations and risk analysis.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Head of Security Intelligence and Investigations for Latin America at British American Tobacco, with solid background in risk management, corporate security, intelligence and investigations in Vale and BAT. Responsible to lead multinational investigations involving corruption, Lava-Jato companies, bribery and high complexity cases of fraud. Vice-chairperson of ASIS Chapter Rio de Janeiro - Brazil and member of Business Continuity Technical Committee. An advocate of a KPI, ROI and ESRM approach for the security market.

BRITISH AMERICAN TOBACCO

Food & Agriculture | Manufacturing | Tobacco Market | AI & Machine Learning Management & Control Platforms | Security System Design & Integration

How are security technologies impacting or contributing to business intelligence?

I understand Security as being an enabler of business and security technologies must support this huge responsibility. An example of this is the use of trackers, sensors and cameras inside distribution vehicles. These technologies enable organizations to better track and to prevent attacks against its vehicles, using data analytics techniques and machine learning methods to improve the results. The outcome of this application is more logistical efficiency, and less losses and rework. The end game is Security enabling the business to do its core mission more effectively.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Physical security professional with a demonstrated history of working in security, financial, manufacturing, transportation and construction industries. Strong communicator skilled in cyber security, analytical skills, coaching, event management, team building and media relations.

SENTRIXX SECURITY

Consulting & Professional Services | Security Services | CTPAT | Access Control
Cybersecurity | Security System Design & Integration

What is the biggest challenge you face in your specific application/vertical?

Encouraging clients to update their video management and access control software when new versions are released.

What technologies are having the most impact in your specific application/vertical?

Video, access control, wireless systems and smart phone apps.

How are security technologies impacting or contributing to business intelligence?

Contributing because they assist in gathering and analyzing information and keeping assets secure.

SUBJECT MATTER EXPERT GUIDE

RANDY ATLAS

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Professional Bio

Randall Atlas, CPP, is a noted architect and criminologist. He received his Doctorate of Criminology from Florida State University, a Master's in Architecture from the University of Illinois, and a Bachelor of Criminal Justice from University of South Florida. Atlas is past chair of the ASIS Security Architecture and Engineering Council, and is a member of the ASTM E54 Homeland Security Committee, the Florida Design Out Crime, the International CPTED Association, the International Society of Crime Prevention Practitioners, and the International Association of Counterterrorism and Security Professionals. Atlas is a nationally recognized trainer and author on crime prevention through environmental design (CPTED). He authored the book, 21st Century Security and CPTED in 2008, and a 2nd Edition was released in 2013.

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ATLAS SAFETY & SECURITY DESIGN INC.

Consulting & Professional Services | Critical Infrastructure | CPTED Crime Prevention Through Environmental Design | Security System Design & Integration | Video Surveillance Environmental Design | Architectural Security Design

What is the biggest challenge you face in your specific application/vertical?

Getting to the architect and designers early enough in the design process to consider security needs and functions.

What technologies are having the most impact in your specific application/vertical?

Perimeter protection, security lighting, vehicle ramming protection, intrusion detection, access control, weapon and package screening.

How are security technologies impacting or contributing to business intelligence?

Access control, functionally integrated security systems of visitor and staff management and identification.

SUBJECT MATTER EXPERT GUIDE

JOSE BARONE

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Professional Bio

Accomplished Corporate Security Leader offering over 15 years of experience in Private Security and Security Consulting. Results-driven and motivated Corporate Security Leader with extensive experience coordinating and leading high-profile security operations, offering a winning combination of experience in environments directing physical and electronic security systems consulting, intelligence gathering and reporting, and risk analysis for commercial clients. Applies strong attention to detail and efficient multi-tasking abilities to excel in mission-critical environments, safeguarding the health and welfare of clients. Experience includes the leadership of a security company ranked in the top quintile in Buenos Aires out of 350 competitors. Holds academic and professional credentials that include a Master of Business Administration and Certified Physical Security Professional by ASIS International.

BARONE CONSULTING BUREAU

Consulting & Professional Services | Security Services | Investigations | Access Control
Cybersecurity | Security System Design & Integration

What is the biggest challenge you face in your specific application/vertical?

Helping people understand that even though technology is taking over many of the security functions, a smart, risk-centric approach is still needed.

What technologies are having the most impact in your specific application/vertical?

Drones, robotics and AI. They are helping cover wide acres of land and analyze potential risks. Investigations after the occurrence of a crime are also being supported by these technologies.

How are security technologies impacting or contributing to business intelligence?

They are redefining standards on what to expect regarding the amount of information gathered on a risk or on a subject.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

The impact of COVID-19 has been substantial as businesses adapt to WFH and remote work increases. Projects had to be readapted to more online participation and as a result, cyber risks have grown. The silver lining is that borders have been erased and security pros have been working much closer to each other.

SUBJECT MATTER EXPERT GUIDE

DAVE BEEMAN

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Professional Bio

Dave Beeman, CPP, has 30 years of corporate and contract security experience including providing services for commercial, cultural, educational and government facilities, foreign heads of state, and large public gatherings; including those designated as National Special Security Events by the President or the U.S. Department of Homeland Security ("DHS"). Utilizing SAFETY Act Certified principles, Mr. Beeman develops and implements security plans that meet the requirements of commercial facilities, courthouses, schools, special events, and transportation facilities. He is the recipient of an Award of Excellence from the Illinois Security Chiefs Association (2008) and a Mentorship Award from the Illinois Security Professionals Association (2017). He is an adjunct faculty member at the Homeland Security Training Institute at the College of DuPage, and a member of the ASIS Security Services Community.

ANDY FRAIN SERVICES, INC.

Consulting & Professional Services | Security Services | Security Screening (Metal Detection, X-ray, Explosive Trace Detection, etc.)

SUBJECT MATTER EXPERT GUIDE

JOHN BEKISZ

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Professional Bio

John is a Professional Engineer (PE) in the state of New York. He is certified by ASIS International as a Physical Security Professional (PSP) as well as an active member and volunteer leader in the ASIS Hudson Valley Chapter, the ASIS Young Professionals, and the ASIS Physical Security and Security Architecture and Engineering councils. He is currently managing the design, engineering, and integration of a \$155-million transportation systems integration project. The team is responsible for providing security systems, security management systems, two-way radio, network infrastructure and monitoring, public address, and emergency telephone.

SECURITAS ELECTRONIC SECURITY, INC.

Critical Infrastructure | Real Estate & Construction | Security Services | Robotics/Drones
Security System Design & Integration | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

The biggest challenge for systems integrators today is to ensure that our Clients are understanding the cost saving benefits of a holistic security approach: it is key that they understand their assets, threats, and vulnerabilities, to mitigate risks across every vector including technology and operations.

What technologies are having the most impact in your specific application/vertical?

IP-based everything! From IP-based SCADA and communications to Radio-over-IP, a foundation core network is paving the way for seamless integrated communications.

How are security technologies impacting or contributing to business intelligence?

By leveraging building information management systems and other integrated software platforms, security devices can not only provide valuable information, but also react in a more unified and effective manner never seen before.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

The digitization of our profession has finally come to the forefront with remote meetings and collaboration taking a demanding lead in our every day life. However, systems integration is still an on-hands role and requires that installation technicians and engineers be in the field, especially in our mission-critical industry.

SUBJECT MATTER EXPERT GUIDE

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SECURITECH GROUP, INC.

Critical Infrastructure | Education | Healthcare | Access Control | Lockdown Technology

What is the biggest challenge you face in your specific application/vertical?

Maintaining life safety codes while providing forced entry protection - how do we respect both effectively?

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

I help successful leaders and teams to thrive in the face of adversity, ensuring their organisations have a future. I enable them to protect their assets from digital, physical and human threats in order to transform risks into opportunities. Adopting and adapting to new technology, building alliances, innovating, and investing in research and development are the only way to ENSURE WE HAVE A FUTURE.

BUROHAPPOLD

Consulting & Professional Services | Management & Control Platforms | Security System
Design & Integration | System Assurance & Verification

What is the biggest challenge you face in your specific application/vertical?

Security is still viewed as a grudge purchase, especially in the economic times like we find ourselves in now. Leaders and organizations need to fully understand that security risks are dynamic and protective security is an enduring process, not an end state. We will always be sitting on a time bomb because security risks arise directly from potentially harmful actions of people.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Hart Brown, CORP, CBCP, CLCS, CEH, LPQ, has over 20 years of experience in both the public and the private sector and has provided security, crisis and risk management services across 50 countries. This includes locations and events in Africa such as Ethiopia and South Africa during the World Cup. Previously Hart worked with the Anti-Terrorism Assistance Program for the US Department of State and ran the organizational resilience, security and crisis management program at a top 10 global insurance brokerage and works closely with insurance programs in commercial, personal, benefits and specialties markets supporting risk modeling and financial assessments as well as emerging risks, reputation protection, crisis management, deadly weapons and active shooter protection, and business interruption. He is a member of the ASIS Crisis Management Council, Claims and Litigation Management, and the Association of Threat Assessment Professionals.

Marketing/PR Contact

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R3 CONTINUUM

Consulting & Professional Services | Security Services | Critical Response
Identity Management | Visitor & Incident Management

What is the biggest challenge you face in your specific application/vertical?

While crisis management and security measures have been utilized historically as a means to manage enterprise security risks, the biggest blind spot in the industry as a whole is understanding people. We plan for what we want people to do rather than what they will do, we make decisions on the risk a person may pose based on their level of access in the organization or what they said on social media and we think everyone will come to work after a disaster.

The reality is that we are missing the psychological understanding of the impact an event can have on a person's actions, the benefit of speaking to someone who is threatening to make a psychological assessment, and how to psychologically support the recovery process post event.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID-19 is the largest crisis event of our generation, creating substantial, large scale, macro and micro economic pivots. While some of the pivots are relatively short term, some consumer driven behaviors will change over the long term. Successful value generation for the organization has been to adequately forecast when and how the pivots will occur and for what duration new opportunistic competitive advantages will be available. Technology was involved in that process through the development of new data analytic systems to establish the foundation for informed decision making.

SUBJECT MATTER EXPERT GUIDE

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Bruce A. Canal is the Segment Development Manager for Education at Axis Communications, Inc. In this capacity, he is responsible for developing and driving business strategy for the segment, driving brand awareness, and cultivating partner and end-user relationships. He is also involved in a broad range of education related initiatives.

Mr. Canal joined Axis Communications in 2018, bringing over 20 years of education-related security experience to the organization. Prior to Axis, Mr. Canal was the director of physical security for the 8th largest school district in the United States, Orange County Public Schools (OCPS) in Orlando, FL. While at OCPS, Mr. Canal played an instrumental role in revamping its entire video surveillance platform which touched each of the 225 school buildings as well as the administrations offices.

Mr. Canal has also consulted for scores of school districts around the country and he held security positions in several business and school related organizations: director of security for Avon School District, Cummins, Inc., and Stanley Security Solutions. His first career was serving as an officer for the Indiana State Police. Mr. Canal is accredited by ASIS International as a Certified Protection Professional and is an active member of both the "School Safety and Security Council" and the "Crime Prevention Council." He is also a member of the National School Resource Officers Association. Mr. Canal holds a Bachelor of Science degree in Criminal Justice from Indiana University and a MBA from Indiana Wesleyan University.

AXIS COMMUNICATIONS AB

Education | Access Control | Gunshot Detection | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

Many educational institution leaders are driven by their budgets; this can cause some of them to look at price before examining the quality of the product. I have always encouraged school security professionals to determine what is important to them and search product that meets their needs before price.

What technologies are having the most impact in your specific application/vertical?

Good quality audio and video are playing a huge role in school safety and / or security. Audio / Video at the entrances to vet visitors; good quality images to identify people rather than recording the date / time of an event and not the person are all important to security leaders today.

How are security technologies impacting or contributing to business intelligence?

Security technology can help business in so many ways. For instance, determining which concession line is shorter at a football game to alert patrons for quicker service. Or, to make announcements about COVID-19 to students in the hallway or in cafeteria to remind them of distancing policy or mask wearing. And, to listen for changing in a student's voice when they are being bullied in a hallway. All of these solutions are available with technology today.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

As a thought leader that works closely with school safety and security professionals, I have been challenged to think of solutions to reduce the spread of the virus. Schools today are looking for assistance from anyone that might have a better idea or a better way to protect their students.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Former Belgian Federal Police CT detective with almost 15y of experience and current member of the Radicalisation Awareness Network Expert Pool. Skilled in Detecting & Preventing Radicalisation, Counter Violent Extremism & Terrorism, Intelligence (OSINT - SOCMINT - HUMINT), and Intercultural Awareness.

Law Enforcement | Extremism & Terrorism | AI & Machine Learning | Cybersecurity
Detection Online Extremism

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID-19 has made people first-hand experience that live-webinar and online training is just as qualitative and efficient as live trainings without the disadvantages of travel costs (and time).

SUBJECT MATTER EXPERT GUIDE

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Guillermo Christensen combines decades of international experience as a CIA intelligence officer and now as an attorney to counsel clients on cybersecurity, government investigations, and national security. A partner in Ice Miller's Washington DC office, Guillermo works within the firm's Data Security-Privacy and White Collar/Government Investigations practices, focusing on incident and crisis response. He also guides clients through national security reviews involving the Committee on Foreign Investment in the United States (CFIUS) and other complex cross-border business challenges. Guillermo is a life member of the Council on Foreign Relations, participates in the State Department International Speaker's Bureau and is a member of the International Advisory Board at William & Mary. He is a frequent speaker on national security and cybersecurity, including most recently being invited to speak to the Finance Committee of the U.S. House of Representatives on cyberthreats in the COVID-19 environment.

ICE MILLER LLP

Legal | Cybersecurity

What is the biggest challenge you face in your specific application/vertical?

Pivoting clients from static defense focused on IT toward a comprehensive security culture that brings more focus on their people, and understanding the threat environment.

What technologies are having the most impact in your specific application/vertical?

In a positive way, the move toward cloud services is bringing greater capabilities and security - in a negative way, the shift to insecure collaboration tools as a result of COVID-19.

How are security technologies impacting or contributing to business intelligence?

We try to integrate a deep understanding of the impact of all technologies into our assessments of business strategies, and clearly as security grows in impact, that plays a bigger role.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

We have seen a significant pivot away from compliance and reduced focus on risk reduction approaches toward incident response, primarily because of resource constraints and a misalignment in risk/threat/vulnerability perspectives in companies. The result is a steep rise in incidents, breaches -- particularly fraud and ransomware.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Senior Fellow and Program Director. Formerly U.S.

THE HENRY L. STIMSON CENTER

Defense & Intelligence | Trade Controls | Worldwide Legal Frameworks for Controlling Chemicals, Biologicals, Radiological and Nuclear Materials and Delivery Systems

What is the biggest challenge you face in your specific application/vertical?

Helping people see emerging technologies as something other than just risks.

What technologies are having the most impact in your specific application/vertical?

Distance education; Database management; Distributed ledger technologies (blockchain).

How are security technologies impacting or contributing to business intelligence?

We try to integrate a deep understanding of the impact of all technologies into our assessments of business strategies, and clearly as security grows in impact, that plays a bigger role.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Adapting awareness-raising and training to remote learning methods.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Jason Destein is an Adjunct University Professor and a Violence Prevention Strategist. In his role as a Professor, Jason leads courses in Homeland Security, Global Terrorism and Counter-terrorism, Criminology, Assessing Organizational Performance and Ethical Leadership. As Owner of Securable Alternatives, Jason uses his 25 years of industry experience to guide clients through the security ecosystem and shares his expertise on violence prevention methodologies.

SECURABLE ALTERNATIVES

Consulting & Professional Services | Critical Infrastructure | Education | Access Control
Security System Design & Integration | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

There is a general apprehension about data and how it can be used to prevent acts of violence.

What technologies are having the most impact in your specific application/vertical?

Data Analytics! You cannot effectively solve a problem without the use data.

How are security technologies impacting or contributing to business intelligence?

The advancements in edge devices and the analytical aspects that compliment them are becoming very powerful and add several extra layers to business intelligence.

SUBJECT MATTER EXPERT GUIDE

PUNKY DUERO

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Professional Bio

Punky Duero is security consultant with over 15 years of professional experience in database systems, information security and physical security technologies. He held titles Principal consultant, CTO and Director of Engineering as he assisted security vendors in providing security and network solutions. He also worked as a Cryptographic Key Manager at ICANN, a global organization responsible to ensure only one Internet exists in the world. During his tenure, he was the designated Subject Matter Expert on physical security systems and key management operations. Throughout the years, he provided lectures on security conferences like DEFCON, NANOG and ISC West.

Punky is Certified Information Systems Security Professional (CISSP) and GIAC Security Leadership Certified (GSLC). He holds bachelor's degree in Computer Science from Mapúa University Philippines and received Cybersecurity Certificate from the University of California Los Angeles. He also received certifications from manufacturers Lenel, AMAG, Avigilon and Schlage SMS.

LOGIC FRAMEWORK

Consulting & Professional Services | Information Technology & Telecommunications
Access Control | Cybersecurity | Security System Design & Integration

What is the biggest challenge you face in your specific application/vertical?

Helping vendors adopt proper cybersecurity hygiene to ensure these vendor installed systems do not become attack vectors for cyberthreats.

What technologies are having the most impact in your specific application/vertical?

Remote administration and video conferencing allowed service organizations to provide support to their clients while maintaining safe distance to minimize exposure.

How are security technologies impacting or contributing to business intelligence?

Security technologies sometimes fall short in protecting an organization. Proper training and configurations of these systems must be put in place to achieve confidentiality, integrity and availability are implemented to support the organization.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

As more organizations gradually implement remote computing, the separation between IT systems and physical security systems suddenly diminish. Security vendors are now expected to ensure proper due care with their cybersecurity practices when deploying systems.

SUBJECT MATTER EXPERT GUIDE

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Oren T. Dvoskin is the Global Marketing Director as Sasa Software. Prior to Sasa Software, Oren held business leadership positions in the medical devices industry and was the founder of HearWize. His business experience was preceded by an extensive software engineering career, including managerial positions in the Israeli Air Force R&D unit. Mr. Dvoskin holds an MBA from the Technion, Israel Institute of Technology and a degree in Computer Science from The Interdisciplinary Center, Herzliya, Israel.

Marketing/PR Contact

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SASA SOFTWARE

Critical Infrastructure | Oil, Gas & Chemical | Cybersecurity

What is the biggest challenge you face in your specific application/vertical?

Cybersecurity incidents are inevitable, but shouldn't be a catastrophe. Organizations should prepare themselves for the current pattern of "wiper" ransomware attacks.

What technologies are having the most impact in your specific application/vertical?

Content Disarm and Reconstruction (CDR) for the prevention of file-based attacks. Network segmentation technologies for incident containment.

How are security technologies impacting or contributing to business intelligence?

The current trend of "wiper" ransomware attacks typically includes a data exfiltration component. It's important to learn how to preemptively prevent attacks and minimize exposure to potential employee negligence.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID-19 has seen a majority of the workforce work remotely, it's therefore imperative to ensure that content sharing is secure communications with employees and contractors and service providers.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Named to IFSEC's Global influencers list '18 & '19 for Security Thought Leadership, he is a Business School Graduate, Certified Protection Professional, Fellow of The Security Institute (FSyI) and regular speaker on the subject of security and technology.

After graduating in Human Resources and International Business he progressed to senior roles responsible for various business units across Canada. In 2009 he launched a security consulting business and then served as Senior Manager, Corporate Security at Canada's largest telecommunications company. In 2016, Mark became the Vice President for a software company whose mission was to help security professionals run smarter businesses and security operations. He teaches part-time in the Security and Police Studies program at Université de Montréal.

Mark volunteers as the Chair for ASIS International's Security Services Community. He has also contributed to various standards impacting private security.

Mark joined Robotic Assistance Devices in July 2020 as Vice President.

Marketing/PR Contact

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ROBOTIC ASSISTANCE DEVICES

Consulting & Professional Services | Information Technology & Telecommunications
Security Services | Robotics/Drones | Video Surveillance | Visitor Management

What is the biggest challenge you face in your specific application/vertical?

The biggest challenge often relates to mindset. My sense is that technology is not trusted and likely because often it is misunderstood. What I mean by mindset is the openness to new ideas, innovation and just doing things differently.

What technologies are having the most impact in your specific application/vertical?

The technologies with the most impact to the security service sector are, without a doubt, 5G, IoT, Artificial Intelligence and Machine Learning. By harnessing these various technologies you are able to be much more efficient in your human capital deployment and optimize the various mitigating measures that exists.

How are security technologies impacting or contributing to business intelligence?

Technology is impacting in a positive way. Long gone are the days (or they should be!) where each and every incident is treated the same. Detection should be left to technology and response to specific incidents should be taken care of by better trained human resources.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID-19 has forced us as an organization to be creative and address the threats and associated risks that come with it. It has forced us to optimize touch less interaction and focus on machine learned responses to various situations.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Principal, Global Insights in Professional Security: Provide content strategy, content development, thought leadership, brand awareness, M&A opportunities. Formerly an executive at ASIS International responsible for security and business continuity, content development, learning, certification, standards and guidelines, and the CSO Center for Leadership & Development.

GLOBAL INSIGHTS IN PROFESSIONAL SECURITY

Consulting & Professional Services | Media & Entertainment | Security Services | Access Control | AI & Machine Learning | Video Surveillance

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Every aspect of security--cyber, physical, business continuity, loss prevention, intelligence--is being viewed through the lens of COVID-19. For instance, access control is being turned on its head to focus on easy entry and flow rather than to restrict access. Surveillance is being harnessed to assist contact tracing and health screening. Pandemic-related intelligence is squeezing out other intelligence. This phenomenon is understandable and to a great extent advisable, but there will be a reckoning on the other end of this. Think undetected insider attacks, lapsed compliance, malware-riddled laptops.

SUBJECT MATTER EXPERT GUIDE

JON HARRIS

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Professional Bio

Certified Security Professional, with 15+ years of industry experience - from Security Officer services and Executive Leadership roles to security systems business development and now consulting, I have a wide breadth of experience. Particular areas of expertise are Enterprise Security Risk Management (ESRM) and Physical Security Technology.

Marketing/PR Contact

Tammy Mangan

VP - Marketing and Communications

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GUIDEPOST SOLUTIONS LLCConsulting & Professional Services | Corporate Industrial | Manufacturing | Access Control
Identity Management | Security System Design & Integration**What is the biggest challenge you face in your specific application/vertical?**

Reimagining the security challenges in the context of business solutions.

What technologies are having the most impact in your specific application/vertical?

Touchless access control and applying analytics/intelligence to all aspects of the security industry.

How are security technologies impacting or contributing to business intelligence?

With the application of ESRM principles, organizations can exploit the ability to gather broader operational intelligence with the security tools currently in place.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Developing the capabilities, tools, and systems to deploy our services remotely with the same high level of quality in which they have been previously delivered.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

During her career with large corporations and the French Government, Alexandra has developed a strong strategic & tactical expertise on Resilience matters (risk prevention and management, security planning & management in various countries, investigations, incidents & crisis management,...), its boosting factors, and best practices to manage it. In 2018, Alexandra launched Alexandra Hoffmann Consulting to leverage her know-how and soft skills. Alexandra has since been supporting businesses through Consulting and Training services. She also likes to share her vision on leadership during conferences, online and offline. Alexandra has an LLB in Criminal Law & an M.Sc. in Criminal Justice & Police Science in France, and an M.Sc. in Corporate Security from John Jay College of Criminal Justice. Alexandra is a Certified Coach, & as a Certified Yoga Teacher, she gives pro bono yoga classes to SWAT teams in France.

ALEXANDRA HOFFMANN CONSULTING

Security Services | Access Control | Incident Management & Emergency Notification
Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

Adjusting & pivoting my business given COVID-19 disruption!

What technologies are having the most impact in your specific application/vertical?

I actually need to include more tech in my vertical.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID-19 is forcing me to reinvent myself and the way I do business to get out of this red ocean I am in today.

SUBJECT MATTER EXPERT GUIDE

JOHN HUDSON

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Professional Bio

John Hudson is the vice president and general manager of security at Johnson Controls. He has been with the company for over three years and is responsible for driving business results for key market and customer segments in the west region of North America. Prior to his current position, John held a number of roles for Tyco Integrated Security and was responsible for leading sales, operations and administration as the regional director, area general manager and director of complex services. John is a seasoned sales and operations executive with over twenty years of experience in security sales, marketing and executive management, with rapid progression as the territory director.

Marketing/PR Contact

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Matter on behalf of Johnson Controls

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JOHNSON CONTROLS

Critical Infrastructure | Public Administration (Government, Non-Defense)
Security Services | Gunshot Detection | Security System Design & Integration
System Assurance & Verification

How are security technologies impacting or contributing to business intelligence?

Today's security landscape offers a great return on investment for business owners and managers. The key to creating an intelligent, productive and safe environment is through systems integration, which creates a holistic, streamlined approach to easily manage your business' security. Modern buildings and technologies provide an enormous amount of information, and when integrated with other systems, we can use this data to identify new methods of enhancing security and overall operational efficiency. At the same time, digital solutions such as AI and machine learning (ML) offer an additional layer of protection to quickly analyze data and identify threats, improving visibility and response time, and creating intelligent environments.

Solutions providers should recognize the benefits that partnering with smaller, regionally driven organizations can bring to the table in terms of working together to enhance the security market and provide customers with cutting-edge technologies. This can help us better-serve customers in a number of verticals, whether it be education, healthcare or government, to ultimately achieve more intelligent spaces.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Anthony Hurley serves as an Independent Consultant, having previously served as Managing Director of an international crisis management consulting firm, working with clients throughout the Continental U.S., the Caribbean, and the Middle East. Prior to joining that firm, Mr. Hurley celebrated 37 years in the utility sector, serving in five (5) electric utilities in three states (OH, PA and NJ). He retired in February of 2017, as Vice President of Operations for an electric utility that served 1.1 million customers, where he managed an operations workforce of 1,250 professional and represented employees. He maintains board certifications as both a Certified Protection Professional (CPP®), and Professional Certified Investigator (PCI®), and has achieved the Crime Prevention Through Environmental Design (CPTED) Professional Designation (CPD). For the NYU School of Professional Studies in New York City, Hurley is a course developer, guest speaker and Adjunct Instructor of emergency management and security management courses.

CRITICAL PREPAREDNESS, LLC

Consulting & Professional Services | Critical Infrastructure | Utilities | Access Control
Incident Management & Emergency Notification | Security System Design & Integration

How are security technologies impacting or contributing to business intelligence?

The availability and sharing of information has significantly improved our ability to mine and gather business intelligence.

SUBJECT MATTER EXPERT GUIDE

MIKE HURST

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Professional Bio

Mike Hurst CPP® has spent 30+ years in the security and fire profession as a specialist recruiter, strategic consultant, event organiser and influencer. He is a director and principal consultant with HJA Consult Ltd and co-founder of AllSecurityEvents.com, the security events listing site.

From 2009 – 2020 Mike was Vice Chair of the UK Chapter of ASIS International and sat on the European Advisory Council. He is Secretary of both the Professional Development and Global Terrorism, Political Instability and International Crime Communities and a member of the ESRM Community Steering Committee. He is the UK Director of the International Foundation of Protection Officers (IFPO) and sits on the board of The UK Security Commonwealth, the umbrella organisation for security associations.

He served 6 years as a director of The Security Institute in the UK. He is an Associate Member of the Association of Security Consultants, a Member of the British Standards Institute - Private Security Management & Services Committee and a Fellow of the Institute of Recruitment Professionals.

HJA CONSULT

Consulting & Professional Services | Education | Security Services | Access Control
Security System Design & Integration | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

The biggest issue is and probably always has been information. Knowing who is doing what, where, when, why and how is vital for me to stay relevant and being able to function in the security profession.

What technologies are having the most impact in your specific application/vertical?

In 2020 the video conferencing tools, Zoom, Teams, Google Meet etc. have become indispensable and will remain an essential tool post pandemic.

How are security technologies impacting or contributing to business intelligence?

As stated, these video conferencing tools have allowed professionals to stay engaged with colleagues and peers, learn, share information, and feel less isolated.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Recruitment has quite naturally, been quieter during the pandemic lock down, but after an initial reassessment of business activities and a slight pivot, I have been incredibly busy and productive, often spending days in back-to-back meetings that I could never have attended in person. That said, I have missed the opportunity to meet, network and learn at the numerous international events I would usually attend.

SUBJECT MATTER EXPERT GUIDE

ART HUSHEN

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Professional Bio

Art Hushen founded the National Institute of Crime Prevention, Inc. in 1999. He formerly was a law enforcement officer specializing in CPTED and crime prevention, retiring after a 30-year career. Art holds a Bachelor of Arts in Criminology from the University of South Florida. He designed and manages the internationally recognized CPTED Professional Designation (CPD) and designed the State of Florida CPTED Professional Designation for the Florida Attorney General's Office. He is past chairman of the Florida Design Out Crime Association (FDOCA) and received a Lifetime Achievement Award from FDOCA. He is a member of the ASIS Florida West Coast Chapter.

NATIONAL INSTITUTE OF CRIME PREVENTION

Education | Law Enforcement | Municipalities/Safe Cities | Crime Prevention Through Environmental Design (CPTED)

What is the biggest challenge you face in your specific application/vertical?

Crime Prevention Through Environmental Design (CPTED) goes beyond physical security applications. It is about understanding people and how they respond to the physical environment.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID-19 has forced us as a company to re-evaluate how we provide information and training to the public. Sitting in a classroom with fifty people is no longer the norm.

SUBJECT MATTER EXPERT GUIDE

SHIRAZ KAPADIA

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Shiraz is the Founder & CEO of Invixium and serves as the Chairman on the Board of Directors. A true visionary and biometric industry veteran, Shiraz leads the charge on all fronts including product innovation, development of strategic business relationships and setting the overall direction for the company. Under his leadership, Invixium has transformed itself from a hardware manufacturer to a biometric solutions provider delivering modern and relevant security technologies that serve the needs of the real-world.

Prior to Invixium, Shiraz was the Chief Operating Officer at Bioscrypt – a division of L-1 Identity Solutions – a world leader in biometric access control. At Bioscrypt, Shiraz was responsible for turning around the business, developing and executing Bioscrypt's growth strategy, directing product innovations, driving sales and marketing execution, leading an aggressive global market expansion and overseeing various operational functions. Before becoming COO, Shiraz was the Vice President of Research & Development responsible for leading worldwide research & product development activities.

With a decorated history in the biometric industry, Shiraz is recognized as an energetic speaker and thought leader on all matters relating to biometrics.

Marketing/PR Contact

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INVIXIUM

Biometric Access Control | Digital Workforce Management | Temperature-based Employee & Visitor Screening | Security System Integration

What is the biggest challenge you face in your specific application/vertical?

Most biometric security solutions are overly complex from purchase to installation, which prevents enterprises' adoption. As the industry rapidly switches to touchless technology, businesses feel pressure to quickly install a new system that is unfamiliar to them, migrating from decades-old technology to contactless biometrics with minimal preparation. If biometric systems are beautifully designed, simple to use, easy to integrate, fast and accurate, more enterprises will feel encouraged to adopt new solutions. The market still requires more education on what solutions are available to make an informed decision and avoid buyer's remorse.

What technologies are having the most impact in your specific application/vertical?

Face recognition technology has been in high demand due to its suitability for high throughput and "hands-free" access. Our solutions are dependent on a combination of biometric technologies (face, fingerprint, finger vein) and advanced software with data analytics, delivering direct benefits to enterprises for a myriad of access control and workforce management applications, inclusive of harsh environments such as mines, oil refineries, power plants, seaports, construction sites, and manufacturing sites. A new requirement as a result of COVID-19 is temperature screening. This technology took over our industry and is still highly relevant going forward; so much so that nearly every security plan has some method of checking staff and visitor temperatures at entry points.

How are security technologies impacting or contributing to business intelligence?

Advanced biometric-based and health-based solutions combined with powerful analytic software are primary data sources that enterprises can utilize for business intelligence. The ability to easily capture and analyze data allows organizations to pinpoint inefficiencies or other business-level problems that decision-makers can address to increase their business's health, safety, security, and productivity.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

We're seeing rapid adoption of contactless, frictionless access control and workforce management as businesses adapt to protect personnel and reopen safely. Fingerprint biometrics has been impacted heavily due to COVID-19, though I think there is still some demand despite the dramatic drop right now. On the other hand, face recognition technology has grown at an accelerated rate—in my view, a decade worth of adoption in just the past 3-4 months—and this trajectory is not going to slow down. For the foreseeable future, touchless biometrics is going to be the way to go. On top of that, employee and visitor health and safety is the number-one concern of business leaders right now, making temperature screening a must-have in every reopening plan so employers can assure their staff it's safe to return to work. For all entry points, there is an immediate need for touchless biometric products combined with accurate elevated body temperature screening to ensure employee health and physical security of the enterprise.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Ron Lander, CPP, CMAS is the owner of Ultrasafe Security Specialists and a retired and decorated Sergeant with 23 years on the Los Angeles County Sheriff's Department. Ron's company, Ultrasafe Security, won the 2006 "Sammy" Award for the "Best Installation" in America. In September, 2008, Ron was the first recipient of the Roy N. Bordes Council Member "Award of Excellence" for his over 16 years of contributions to ASIS Councils and his countless lectures throughout the world on the behalf of ASIS International and the security community. In 2014, he received the California Alarm Association "Man of the Year" award. He continues to lecture throughout the world on a variety of security and life/safety matters. He was an ASIS Council Vice President (CVP) for six years and is now a Director on the Professional Certification Board (PCB).

ULTRASAFE SECURITY SPECIALISTS

Consulting & Professional Services | Security Services | Covid19-related and Contact Tracing
Access Control | Security System Design & Integration | Visitor Management

What is the biggest challenge you face in your specific application/vertical?

Getting clients to understand the importance of integration and newer technologies relating to their business/industry/residence.

What technologies are having the most impact in your specific application/vertical?

IOT and AI

How are security technologies impacting or contributing to business intelligence?

It is important to be current with competent technologies in order to give clients actionable intelligence.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

The importance of managing personnel movement at any type of facility has now been brought to the forefront of attention.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Intelligence and security professional with over 19 years of demonstrated success in both the public and private sectors. Diverse experience includes managing and building programs, leading international teams, and cross-functional business initiatives. Currently, a Board Member for the International Protective Security Board (IPSB).

ASSOCIATION OF INTERNATIONAL RISK INTELLIGENCE PROFESSIONALS

Security Services | Intelligence | Security Risk Intelligence

What is the biggest challenge you face in your specific application/vertical?

The biggest challenge is too much data and having to analyze the correct information and the correct time to make operational decisions.

What technologies are having the most impact in your specific application/vertical?

Social media monitoring tools, security risk intelligence services, mapping and GIS software.

How are security technologies impacting or contributing to business intelligence?

Security tech is helping educate the larger business on how to analyze and become more proactive for better decision making.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

It really hasn't impacted risk intelligence too much, although travel security has slowed down.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Myron Love, CPP, PSP, PCI, CHPA is the President and Principal Consultant for Dominion Security Limited, a provider of Healthcare Security, Physical Security Risk Assessment, and Workplace Violence Mitigation Consulting services.

He is currently serving as Chair of the ASIS International Healthcare Security Council and member of the Board of Directors for the Illinois Security Professionals Association (ISPA).

Myron received his B.A. in Security Management from the American Military University and is a Board Certified Protection Professional (CPP), Professional Certified Investigator (PCI), and Physical Security Professional (PSP), all through ASIS International, as well as a Certified Healthcare Protection Administrator (CHPA) with the International Association for Healthcare Security and Safety (IAHSS).

He is also certified with the ALICE Institute as an Advanced ALICE Active Shooter Training & Preparedness Instructor and a Nonviolent Crisis Intervention Instructor by the Crisis Prevention Institute (CPI).

He has previously held both in-house (proprietary) executive-level security leadership positions at several nationally recognized healthcare organizations, as well as Interim Leadership assignments with an executive healthcare leadership firm.

Myron is also a Veteran of the United States Army, having served for ten years with deployments to Iraq in support of the Global War on Terror.

DOMINION SECURITY LIMITED

Consulting & Professional Services | Healthcare | Security Services | Access Control
Visitor Management

What is the biggest challenge you face in your specific application/vertical?

Our current biggest challenge is articulating the importance of Workplace Violence education for Clinicians against the time constraints needed to provide effective Patient Care.

What technologies are having the most impact in your specific application/vertical?

Electronic Visitor Management and the changing culture around controlling personnel access is currently having the greatest impact.

How are security technologies impacting or contributing to business intelligence?

Security Technology is having a positive impact as we are actively working to make the best use of technical assets to assist our most important assets, our staff, with providing a safe and secure patient care environment.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

The pandemic has forced us all to rethink our application of technology to screen and monitor visitors, to receive potential patients who may be asymptomatic into our emergency departments, lobbies, and public areas, how to leverage & modify existing infrastructure, technology, and space planning provide safe patient care for those who are COVID-19 positive without compromising the health and mental well-being of our employees, visitors and other patients.

SUBJECT MATTER EXPERT GUIDE

CODEE LUDBEY

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Professional Bio

Codee is a Principal Security Consultant at Tactix, responsible for delivering specialist security services to our clients in Australia. Codee is Board Certified in Security Management by ASIS International, and holds a Masters of Science and First Class Honours degree in security management. Codee's experience includes managing counter-terrorism, cyber, and crime related risks for state significant infrastructure projects and crowded places, defining security requirements for these projects and managing them through the design process. His experience includes negotiating and collaborating with Commonwealth and State government security stakeholders to achieve pragmatic, proportionate, and appropriate security outcomes for clients. Codee is focused on demonstrating acceptable security risk reduction for crowded places and critical infrastructure through a detailed understanding of the security environment, the quantification of risk, and an evidenced and traceable approach to implementing physical, electronic, cyber, operational, and managerial security controls.

TACTIX

Critical Infrastructure | Real Estate & Construction | Transportation & Supply Chain
Security System Design & Integration | System Assurance & Verification

What is the biggest challenge you face in your specific application/vertical?

The clear definition and management of competing security and architectural requirements in the protection of crowded places on transport infrastructure is highly complex. Embedding counter-terrorism and crime prevention strategies without substantively impacting transport operations requires a strong understanding of security risk management and the underlying principles of protection.

SUBJECT MATTER EXPERT GUIDE

JACOB MAENNER

CPP, PSP | MANAGER, CIP ASSURANCE

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Professional Bio

Jacob D. Maenner, Sr., CPP, PSP is a multi-dimensional security leader with background in the bank courier, pharmaceutical distribution, and energy industries, from which he brings training and experience in security risk assessments, physical security system (functional) design, policy development, security strategy, investigations, and project management. He holds Certified Protection Professional (CPP) and Physical Security Professional (PSP) board certifications and recently contributed as an Item Writer for the ASIS Associate Protection Professional (APP) certification exam. A U.S. Marine Corps veteran, Jacob holds a Bachelor of Business Administration with a concentration in Legal and is continuously engaged in academic and professional studies.

Mr. Maenner has presented to the National Association of Drug Diversion Investigators and Fortune 100 pharmaceutical companies on supply chain security and has personally investigated narcotics diversion activities, resulting in the prosecution of numerous subjects. He has performed risk assessments, authored security policies, consulted on functional design of physical security systems, and provided security leadership in support of protection efforts at various Fortune 500 companies, as well as small and medium businesses. Additionally, Jacob has performed risk assessments and provided protective services at churches and non-profit events.

He is a member of ASIS International, serves on its Professional Development Community and Enterprise Security Risk Management Steering Committees, and he contributes to various industry initiatives, maintaining an international network of security professionals.

EXELON

Transportation & Supply Chain | Utilities | Security Risk Management | Cybersecurity
Security System Design & Integration | Visitor & Incident Management

What is the biggest challenge you face in your specific application/vertical?

A dynamic threat environment presents a significant challenge across both physical and cyber assets. In particular, the cyber threat is difficult to identify, and even when one is thwarted, many others take its place.

What technologies are having the most impact in your specific application/vertical?

Intelligence and information sharing technologies help us to prioritize risks and remain nimble.

How are security technologies impacting or contributing to business intelligence?

New technologies are being developed every day that aid intelligence collection efforts. Given the amount of information available, it is critical to aggregate relevant data and prioritize according to an organization's goals.

SUBJECT MATTER EXPERT GUIDE

TIM MCCREIGHT

CPP | ACTING CHIEF SECURITY OFFICER

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403.589.4016**Professional Bio**

Tim is the Acting Director and Chief Security Officer for The City of Calgary. He brings over 35 years of experience in the security industry and is recognized as one of North America's leading Enterprise Security Risk Management (ESRM) evangelists. Tim is also a member of the Global Board of Directors for ASIS, and is the global sponsor for Enterprise Security Risk Management and Digital Transformation within ASIS.

Marketing/PR Contact

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THE CITY OF CALGARY

Consulting & Professional Services | Information Technology & Telecommunications
Public Administration (Government, Non-Defense) | Cybersecurity | Enterprise Security
Risk Management (ESRM) | Machine Learning/Artificial Intelligence | Video Analytics
Autonomous Vehicles

What is the biggest challenge you face in your specific application/vertical?

Ensuring our corporate security program continues to reflect the principles of Enterprise Security Risk Management (ESRM).

What technologies are having the most impact in your specific application/vertical?

Video analytics, artificial intelligence.

How are security technologies impacting or contributing to business intelligence?

These new technologies are direct contributors to the data that security departments need to create meaningful business decision.

SUBJECT MATTER EXPERT GUIDE

SHANNON MCKAIN

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Professional Bio

Motivational Keynote Speaker Shannon McKain is widely recognized as a leading authority in career development topics including: Emotional Intelligence, Generational Differences in the Workforce, and Leadership Development. A former Executive Recruiter, Pryor Leadership Fellow, NFL Cheerleader and now Keynote Speaker for over a decade, Shannon has entertained and educated audiences around the world, receiving several accolades and awards throughout her career. She has been featured on CBS, ABC, Nickelodeon and several other media outlets around the world.

Marketing/PR Contact

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SHANNON MCKAIN, LLC

Consulting & Professional Services | Education | Media & Entertainment

Visitor Management

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

A Security Executive experienced in the design, development and implementation of comprehensive security, investigations and intelligence strategies in a variety of business climates and organizational cultures.

AIDS HEALTHCARE FOUNDATION

Healthcare | Pharmaceutical | Incident Management & Emergency Notification

What is the biggest challenge you face in your specific application/vertical?

Better developing critical relationships.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

I empower people to feel more confident, prepared and safe wherever in the world they go. My company, Greylake Training Solutions, helps security leaders ensure employees are more aware and better prepared to avoid and escape threatening situations. We achieve this through immersive, thought-provoking learning and development programs that challenge assumptions about personal safety.

I've been a learning and education professional for 18 years. I led the development of global travel security, high threat environment, women's security and crisis management training for the World Bank and International Monetary Fund. At Greylake, we've created some outstanding programs we are extremely proud of. The learning programs I have created reached thousands worldwide and the skills learned have saved lives a number of times. My passion and an insatiable curiosity about social science, peace and security and, creating the best learning experience is at the heart of everything I do.

GREYLAKE TRAINING SOLUTIONS

Consulting & Professional Services | Education | Digital Learning Programs | Virtual Reality

What is the biggest challenge you face in your specific application/vertical?

It's difficult for employees to pay attention to learning and development focused on safety and security issues. It has to be meaningful, relevant, relatable, sticky and fun.

What technologies are having the most impact in your specific application/vertical?

I believe virtual reality and augmented reality are transformational for building critical skills in the security industry. It helps develop those decision-making, empathy, and communications skills so important in our industry.

How are security technologies impacting or contributing to business intelligence?

Technology is helping revolutionize the way we do business by making things more automated and efficient. However, I think the rate of technology has outpaced human nature, which creates all sorts of trouble.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID has brought everyone online which has helped drive the demand for online learning programs. That's helped my business. The mindset in security has shifted too. The last 20 years we were operating in a post 9/11 mindset. The pandemic has shown the greatest threats now are public health emergencies, critical infrastructure and supply chain issues, business continuity, economic inequity, racism and social justice. These are now the most critical topics in security.

SUBJECT MATTER EXPERT GUIDE

DEYANIRA MURGA

COUNCIL CHAIR

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Professional Bio

Deyanira J Murga is an international thought leader with a passion for corporate security and crime prevention & violence. With more than 24 years of experience in corporate security and leading organizations she has served as senior advisor to executives, consultants and strategies in non-profit and for-profit sectors.

Working for Fortune500 Industrial International sector on Physical Security, Design and Integration, Training, Executive Protection, School Safety Crime Prevention programs, Supply Chain and Border Security she has an extensive experience and network resources in the International law enforcement, diplomatic and non-profit organizations.

She made history, a woman leader playing various roles within the most global organizations in the security industry changing the traditional format. Her roles include: Founder and Chapter Chair, Crime Prevention Council Chair, member of the School Safety Council and member of the ASIS Committee Awards. Additionally, she collaborates with OSAC LARC and OSAC WIS as part of the Mentoring Steering Committee. She is the Chair for the Working Group of Latin America and the Caribbean of WCAPS (Women in Color and Advanced Peace & Security) additionally supports as an advisor in other organizations internationally for the empowerment of women, for the empowerment of entrepreneurs new generations and futuristic communities.

Founder/CEO of Cerberus Consulting an International Risk Advisory Group, Founder of Security NextGen an Edutainment Hackathon Series non-profit organization, and Global Security Connection a Think Tank Virtual Conference for the Modern Security Ecosystem.

Marketing/PR Contact

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CERBERUS CONSULTING

Consulting & Professional Services | Corporate Industrial | Education | AI & Machine Learning | Cybersecurity | Security System Design & Integration | Security Services Supply Chain & Transportation | International Corporate Security Services

What is the biggest challenge you face in your specific application/vertical?

Digital transformation education in Security sector. Unfortunately not every professional is moving and adapting.

What technologies are having the most impact in your specific application/vertical?

AI, VR/AR, Drone.

How are security technologies impacting or contributing to business intelligence?

They are giving us tools we needed to resolve and predict more complicated issues in less time and with more accurate data.

SUBJECT MATTER EXPERT GUIDE

MICHAEL NEUGEBAUER

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Professional Bio

A 40-year security and law enforcement professional, Michael Neugebauer, CPP retired as the Vice President and Director of Corporate Security at a large regional bank. In this capacity he is the Bank Security Office and is responsible for the Safety & Physical Security department, managing the Bancorp executive protection, physical security standards, surveillance, counter surveillance, security and fire alarm systems, access control, security guard force and the Security Operations Center. Michael is a Certified Protection Professional (CPP) and member of the ASIS International. He served a two-year term as Chairman of the ASIS International Banking and Financial council. In addition he has held local ASIS chapter positions of treasure, vice-chairman and chairman. He also served as Chairman and Vice Chairman of the American Bankers Association Security Council. Michael has presented at ISC West, ASIS International Banking and Financial annual seminar, ABA and state banking association events and numerous other security events. He has also been interviewed numerous times by professional security publications.

JOHNSON CONTROLS

Banking, Finance & Insurance | Consulting & Professional Services | Access Control
Security System Design & Integration | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

Changing the way companies think about physical security. The Next generation of physical security. Physical Security teams need to evolve from just providing traditional physical security. The next generation of physical security teams need to provide more value to the organization and become more predictive and proactive to mitigate real time threats and risk, as well as providing security counter measures.

What technologies are having the most impact in your specific application/vertical?

A challenge is that more and more companies want security software to be cloud-based. Unfortunately manufacturers are not prepared for that.

How are security technologies impacting or contributing to business intelligence?

IA/BA is becoming one of the most requested features to video and access systems. More manufactures are developing their product to support that. The more IA/BI security equipment provided, the more companies are likely to fund the projects. Security can no longer just be "security" equipment.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Brent O'Bryan has over two decades of experience recruiting, hiring, managing, coaching and developing employees at all levels for Allied Universal.

In his current role, he coordinates and leads change management efforts for our mergers and acquisitions; establishes efficient and effective onboarding experiences for hourly and management employees; creates and deploys management and leadership development programs for all levels; and develops and delivers internal training sessions on interviewing and selection skills, employment law, coaching, leadership, safety and workplace violence prevention.

O'Bryan is a certified Leadership Coach through the Weatherhead School of Business at Case Western Reserve. In addition, he is a DISC coach, Emotional Intelligence ESCI 360 Coach, Situational Leadership instructor and a Consultative Selling Skills trainer. He designs and implements programs for culture and change management, coaching skills and leadership development.

He frequently speaks in seminars at human resource and security industry events to include ASIS, BOMA, SHRM and PA Chamber. A few of his learning and leadership awards include the ASIS Outstanding Performance Award for Best Security Training Initiative, Brandon Hall Excellence Award for Excellence in Learning, LEAD Leadership 500 Award for Internal Leadership Program and CLO Learning Elite Award for Overall Learning Program. He has won several of these awards multiple times over. O'Bryan has a BA in Psychology and an MSA in Human Resource Management.

ALLIED UNIVERSAL

Security Services | Learning Management Systems | Talent Management Systems
Business Intelligence Tools

SUBJECT MATTER EXPERT GUIDE

TONY PELLI

PRACTICE DIRECTOR, SECURITY AND RESILIENCE

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Professional Bio

As a supply chain risk consultant, I have experience conducting end-to-end, enterprise-level supply chain risk assessments for clients and their supply chain partners, helping them reduce security, supply interruption, and business disruption risk. As a Practice Director for Security and Resilience, I also help clients design, implement and refine their physical security, supply chain security, and business continuity programs.

I have led assessments in the Americas, Europe, Asia, and the Middle East where I assess, forecast, and quantify the risk of cargo theft, counterfeiting, and other supply chain risks, assessing over \$50 billion in trade in the high-tech, pharmaceutical, and tobacco industries over the past three years. I have also designed loss prevention and security assessments, mapped and assessed security and business continuity risk in supply chains for Fortune 500 companies, and assisted in the successful implementation of supply chain security and business continuity plans, policies, and procedures.

Marketing/PR Contact

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BSI CONSULTING

Consulting & Professional Services | Pharmaceutical | Transportation & Supply Chain
Mapping Technologies**What is the biggest challenge you face in your specific application/vertical?**

A lack of visibility into what third-party suppliers and business partners are doing and a constantly changing external situation, especially in light of COVID.

What technologies are having the most impact in your specific application/vertical?

New GPS tracking and mapping technologies.

How are security technologies impacting or contributing to business intelligence?

They allow our clients to better map out the footprint of their operations and those of their suppliers in near real time.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

It has forced our clients to quickly plan for and respond to supply chain disruptions and seek alternate suppliers. Technology has helped them vet and onboard these suppliers faster.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

With over 35 years of experience in the building security space, Tony Peluso has been helping Johnson Controls customers create safer, more connected environments for almost a decade. As the director of growth transformation and security, Tony is responsible for leading a team of over 50 business operations leaders to grow the bottom line by over \$140M in incremental EBIT over the next two years. In addition, Tony leads the merger and acquisitions effort inside the Johnson Controls security business unit, helping to move the company forward in growth and innovation. With previous roles including Area Vice President of the West and the director of commercial sales, Tony has acquired the experience and knowledge to be an industry thought leader and empower customers to reach their security goals.

Marketing/PR Contact

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JOHNSON CONTROLS

Security Services | Access Control | Gunshot Detection | Security System Design & Integration

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

In the wake of the COVID-19 pandemic, Johnson Controls customers are facing new challenges and are looking for easy-to-implement solutions that will cover all their needs. They need their security providers to be their one-stop shop for solutions and services that will carry them through the pandemic and beyond. As a result, we're increasingly delivering comprehensive suites of technologies and systems that are seamlessly integrated with existing systems and will holistically address customers' evolving security needs. This integrated and expertly designed mix-and-match of solutions can include anything from infection control technology, to thermal cameras, to advanced access control systems. The result is a fortified and connected security infrastructure that gives customers all the tools they need to maintain a healthy and safe environment.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Lawyer by education and Security Executive by heart.

DEUTSCHE TELEKOM AG

Education | Information Technology & Telecommunications | Cybersecurity
Security Services

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

We have been pushed to a new normal, let's design and shape it.

SUBJECT MATTER EXPERT GUIDE

BRIAN PHILLIPS

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Professional Bio

Brian Phillips brings an extensive background at the intersection of technology and physical security to his position as Director of Global Security Strategy at Traction Guest. He has held a variety of leadership roles at global healthcare, life sciences and Fortune 500 companies. Most recently Brian served as the Director of Global Security at Thermo Fisher Scientific, where he led the firm's global security efforts for 75,000 employees and 450 facilities, integrating and scaling security technologies across the enterprise.

Prior, Brian was responsible for physical security and technology at Alexion Pharmaceuticals, and at Pfizer he held roles in physical security, security compliance and technology. At Alexion he developed the company's first physical security program with a special focus on leveraging technology to keep employees safe in the workplace. With deep expertise in technologies from visitor management to access control, mass notification and intelligence platforms, Brian is credited with using technology to modernize legacy security processes to solve complex data, security and compliance challenges across the enterprise.

Brian was named a "Top 20 Under 40 Security End User" by Security Systems News and earned the Best In-House Security Team from the Outstanding Security Performance Awards at the annual ASIS GSX Convention. He holds a degree in Security Management and industry certifications including Certified Protection Professional (CPP), Physical Security Professional (PSP), and Certified Information Systems Security Professional (CISSP).

TRACTION GUEST

Critical Infrastructure | Emergency Services | Pharmaceutical | Incident Management & Emergency Notification | Security System Design & Integration | Visitor Management

What technologies are having the most impact in your specific application/vertical?

Cloud based software, data integrations, APIs... these are all necessities to providing security software in today's world. More and more companies are hiring data scientists and basing their strategic decisions purely on business intelligence. Security tools must plug into these data analytics platforms and be able to provide value back into the business or they will lose funding over time for ones that do provide these valuable insights. As security practitioners, we are as successful as the technology we deploy.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Physical security leaders are now faced with combating the bio-security in addition to all of the other things they've been juggling. The systems and technologies we use tomorrow will need to include these threats and help show the value prop of the department.

SUBJECT MATTER EXPERT GUIDE

ASHLEY PICONE

SENIOR THREAT AND INTELLIGENCE ANALYST

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Professional Bio

Ashley Picone is a senior threat intelligence analyst at RiskIQ, where she helps drive threat response and analysis efforts on the i3 incident, investigation, and intelligence team. Prior to joining RiskIQ, Ashley served in the U.S. federal government for nearly ten years where she worked on national security issues.

Marketing/PR Contact

Jacqueline Kelly

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RISKIQ

Consulting & Professional Services | Defense & Intelligence | Security Services
Cybersecurity

SUBJECT MATTER EXPERT GUIDE

ZACHARY POPE

EMERGENCY MANAGER

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Professional Bio

Zachary Pope is a Certified Emergency Manager (CEM) and has spent over 15 years in emergency management roles in support of protecting students, employees and visitors. Serving as the first emergency manager for Arlington Public Schools in Arlington, Virginia he has been able to implement several technology platforms to identify hazards and vulnerabilities while simultaneously focusing on closing those gaps in safety and security. Serving previously in roles in higher education, Zachary has extensive knowledge in protection, prevention, mitigation, preparedness, and response in an all hazards environment.

ARLINGTON PUBLIC SCHOOLS, VIRGINIA

Critical Infrastructure | Education | Security Services | Incident Management & Emergency Notification | Visitor Management | Threat Management

What is the biggest challenge you face in your specific application/vertical?

The biggest challenge in education with implementation of comprehensive and layered approach to safety and security is always going to be adoption by educators.

What technologies are having the most impact in your specific application/vertical?

Integrated solutions have become an organizational necessity because in education you tend to be under staffed, under budgeted, and under adopted. So every chance you get to have a comprehensive integrated solution the more likely you are to have wide scale adoption by non-safety and security employees.

How are security technologies impacting or contributing to business intelligence?

In education I think our application of technologies have allowed us and will continue to allow us to gain information and put it into the hands of critical decision makers on the importance of use of security technologies to protect students and employees.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID-19 has put even more of a reliance on efficiencies in the face of revenue loss and technology has allowed us to force multiply our capabilities in a way that meets efficiency goals in the face of continued revenue losses.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

As Regional Security Manager, East Region for International SOS, Jeremy is responsible for providing security assistance and assessments for clients in the Eastern United States. Prior to joining International SOS, he served as a Security Manager for several premier organizations. Jeremy served for 6 years as a Marine Corps Officer, specializing in overseas security, training, and risk management. Jeremy holds an M.S. in Global Affairs from Rutgers University and is a Certified Protection Professional, Board Certified in Security Management.

INTERNATIONAL SOS

Security Services | Incident Management & Emergency Notification

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Major General (Retired) Mark R. Quantock is the Executive Vice President, Strategic Accounts for Babel Street Inc. A career Military Intelligence officer, General Quantock is a decorated combat veteran of four combat tours in the Middle East and South Asia. His military career culminated as Director of Intelligence for U.S. Central Command. Quantock has served in a variety of Military Intelligence, staff and command positions. Key senior leadership positions he held include Deputy Chief of Staff for Intelligence, Resolute Support, CJ2, U.S. Forces Afghanistan in Kabul where he served as the senior intelligence officer in theater with oversight over all intelligence operations in Afghanistan. Other key staff assignments include the Military Deputy/Director of Operations for the National Geospatial-Intelligence Agency (NGA), Fort Belvoir, VA; Deputy Director for Trans-Regional Policy, J-5, Joint Staff, Washington, D.C.; and CJ-2 International Security Assistance Force Joint Command, OPERATION ENDURING FREEDOM, Afghanistan.

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BABEL STREET

Defense & Intelligence | Law Enforcement | AI & Machine Learning | Cybersecurity

What technologies are having the most impact in your specific application/vertical?

The ability to access and make sense of big data is game-changing. Within the realm of PAI & OSINT, it's critical that analysts leverage five key technologies: Persistence Search, Language Ontology, Breadth of Sources, Social Networking Analysis, and Commercial Telemetry Data (CTD).

SUBJECT MATTER EXPERT GUIDE

BRIAN REICH

CPP | CHIEF SECURITY OFFICER

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201.560.7968**Professional Bio**

I serve as the CSO for CIT Financial Group, a Top 50 US financial holding company with assets across the US and interests in Mexico, the UK and China. Prior roles include other senior leadership security roles. I completed a 20 year law enforcement career having served as cybercrime, Major Crimes and Special Victims detective and eventually. Deputy a chief of one of the largest agencies in New Jersey. I served as a media commentator on Fox News, CNN, Court TV and other networks during law enforcement and security related breaking news stories and attended media training in New York City.

Marketing/PR Contact

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CIT FINANCIAL

Law Enforcement | Security Services | Computer Crimes | Crimes Against Children
Access Control | Emergency Notification | Building Risk Based Security Programs
and Public to Private Career Transition

What is the biggest challenge you face in your specific application/vertical?

The need to build a risk-based security program while integrating converged methodologies to address cyber vulnerabilities in and in particular Insider Threat risks.

What technologies are having the most impact in your specific application/vertical?

Analytics to detect and monitor Insider Threats to mitigate IP theft, IT Sabotage, Fraud and acts of violence.

How are security technologies impacting or contributing to business intelligence?

Analysis of data from access control, IP cameras, people counting and other tools help provide the business with key data.

SUBJECT MATTER EXPERT GUIDE

MALCOLM REID

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Professional Bio

Malcolm is the Managing Director and Co-Founder of Brison, a global risk and security consulting firm. He is also a member of the ASIS International Global Board of Directors and the Business Continuity Institute's USA national chapter Board.

An industry expert and executive coach, Malcolm was responsible for the country-level Critical Infrastructure assessment of one of the top ten LNG exporting nations. He has also consulted with very large global organizations in the areas of Security and Resilience. He has spoken internationally at numerous conferences and has been recognized with some of the industry's top awards.

A graduate of the United States Military Academy, West Point, with a Bachelor of Science degree in Engineering Management, he also received three master's degrees (MA: Business and Organizational Security Management (with honors) Webster University, MS: Information Assurance (with honors), Norwich University & MBA: General Management, University of Reading. Malcolm also holds the industry's most recognized credentials as a Board-certified security professional (CPP), a Fellow of the Business Continuity Institute (FBCI) and a Certified Fraud Examiner (CFE).

BRISON LLC

Banking, Finance & Insurance | Consulting & Professional Services | Oil, Gas & Chemical
Cybersecurity | Emergency Notification | Business Continuity & Disaster Recovery

What is the biggest challenge you face in your specific application/vertical?

Integrating people, process and technology to generate seamless solutions to complex risk-based problems in an ever-changing environment, is the biggest challenge when implementing global resiliency programs.

SUBJECT MATTER EXPERT GUIDE

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VP of Enterprise Sales at Dedrone, with 20+ years of experience in security technology. Samani leads Dedrone's Americas & UK go-to-market teams as well as Dedrone's participation in the PwC Aerospace & Defense Scale program.

Marketing/PR Contact

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DEDRONE

Critical Infrastructure | Ports/Maritime Security | Security Services | Cybersecurity
Incident Management & Emergency Notification | Robotics/Drones

What is the biggest challenge you face in your specific application/vertical?

In order to address airspace risk, organizations first need to shift their mindset from focusing purely on the type of counter-drone technology they need, and rather, what they need to have to achieve complete airspace security. Foundational drone detection systems will help security teams understand what drones are in their airspace, and from there, they'll know what they need to protect their organization against. The biggest challenge for security providers when it comes to airspace security is understanding their threat level. Companies first need to build a full airspace security strategy, and that begins with quantifying their airspace activity – when, how often, and what drones are entering your airspace. From there, security providers will then want to ask more questions, such as observing the actual drone, and seeing what it's doing and where it is flying.

What technologies are having the most impact in your specific application/vertical?

Drone technology continues to advance, with many flying longer distances, at greater speeds, and with larger payload capacity. Drone incursions, or malicious drone activity, have significant risks and consequences for organizations, including smuggling, surveillance, cyber attacks, physical damage, and weaponization, all of which threaten business continuity and reputation.

How are security technologies impacting or contributing to business intelligence?

Security providers are operationalizing airspace security into existing infrastructure. Airspace security technology provides the tools needed for situational awareness during a drone incident, and the intelligence to help security teams decide how to integrate airspace security protocols into existing SOPs. Security teams can respond appropriately to the drone threat. This could include changes in shift rotations, shipping and receiving hours, or making sure critical meetings, research and development, and VIP guests have an additional cover or obstructed views. Without a lower airspace risk assessment and intelligence, security leaders will not be able to model their organization's risk accurately, and therefore, prevent incursions and losses.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID shutdowns accelerated use-cases for drones, and with more drones in the skies, come more exposed vulnerabilities. There's never been a more critical time to differentiate between authorized/unauthorized sUAS. As more drones take to the skies and are used as an aid tool to solve many of the problems stemming from COVID-19, the increase of drone activity presents significant risks for security leaders and those looking to protect their airspace against unauthorized airspace activity. News reports from all around the world show how drones are being used for last-mile delivery of medical supplies, supporting law enforcement to monitor the areas they protect, and as a way for journalists and hobbyists to capture unprecedented footage of the world. However, an increase in drone traffic leads to higher risk of airspace incidents, as well as unprecedented levels of opportunistic behavior.

SUBJECT MATTER EXPERT GUIDE

ALBERT SAMANO III

PRESIDENT

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Professional Bio

Albert Samano is the Founder and President of Fortress, Inc., a consulting firm dedicated to creating sophisticated and innovative emergency preparedness and security solutions. Albert brings more than 30 years of progressive experience directing multiple disciplinary specialists in the design, development, and testing of security and emergency preparedness programs. His expertise includes conducting threat/vulnerability assessments as well as developing risk mitigation strategies, emergency management and disaster recovery plans, standard operating procedures, and training drills and exercise programs. Albert has a Bachelor of Science degree in liberal arts and is certified as a Master Training Specialist, an Instructional Systems Designer, and an Emergency Manager with the International Association of Emergency Managers. Albert is also a nine-year veteran of the U.S. Navy's Nuclear Power Program and Submarine Service.

Marketing/PR Contact

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FORTRESS, INC.

Consulting & Professional Services | Incident Management & Emergency Notification

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID has highlighted the gaps between security, emergency management and business continuity and the need for having an integrated set of plans.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Bernard J. (Ben) Scaglione, CPP, CHPA, CHSP, has 30 years of experience directing security services. He is author of the book Security Management for Healthcare: Proactive Event Prevention and Effective Resolution and host of the blog site, The Secure Hospital, providing information and resources to the healthcare security community. Ben has served as a security director for more than 25 years in New York City area hospitals. He is past Chairman of the ASIS International Healthcare Council and past President of the New York City Metropolitan Healthcare Safety and Security Directors Association. He has served in multiple capacities for International Association for Healthcare Security and Safety (IAHSS). Ben is a past columnist for Security Magazine and a frequent contributor to the Journal of Healthcare Protection Management. He has served as an adjunct faculty member at Pratt Institute, Interboro Institute, New Jersey City University, and John Jay College Peace Officer Academy.

THE SECURE HOSPITAL

Healthcare | Security System Design & Integration

What is the biggest challenge you face in your specific application/vertical?

Clients and potential clients don't always understand the importance of utilizing a consultant when designing or engineering a new or renovated space. Most times security systems installed through construction are either turned off or replaced because they do not meet the institutions specifications or needs.

What technologies are having the most impact in your specific application/vertical?

In healthcare, visitor management systems that utilize turnstiles and metal detectors are of more interest over that past few years, and I make sure that interest will continue post COVID-19.

How are security technologies impacting or contributing to business intelligence?

Technologies that utilize AI are starting to impact the healthcare sector by minimizing ingress and egress risks.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Healthcare institutions are dramatically changing how they view access control both physically and virtually, along with their response to emergent events.

SUBJECT MATTER EXPERT GUIDE

MARK SCHREIBER

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Professional Bio

Mark Schreiber is a Security Engineer and Technical Consultant who has been in the industry for over 20 years. Mark is an ASIS International Certified Protection Professional (CPP), earned a CPTED designation (CPD), and has designed all forms of physical security systems across the globe, from door contacts to counter drone systems. Typical system designs are large campus, critical infrastructure systems that integrate complex access control, video surveillance, and perimeter intrusion systems for Fortune 500 clients. Through his experience and support of multiple ASIS Councils, Mark has presented at multiple ASIS Annual Seminars and ASIS trainings. In addition, Mark is an ASIS Council Vice President and Assistant Regional Vice President, past Council Chairperson, past ASIS Chapter Chairperson, and volunteer leader of several ASIS Councils.

SAFEGUARDS CONSULTING, INC.

Corporate Industrial | Critical Infrastructure | Utilities | Access Control | Robotics/Drones
Security System Design & Integration

What is the biggest challenge you face in your specific application/vertical?

Addressing all risks for our clients with data-driven decisions using the available resources.

What technologies are having the most impact in your specific application/vertical?

Traditional technologies are tried and true, but emerging technologies such as video analytics, mobile access control, IoT sensors, drones/robotics are very promising.

How are security technologies impacting or contributing to business intelligence?

In a general sense, the increase of situational awareness is increasing greatly, but the specific application of the automation of operations and data analytics supports business intelligence.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Significant change to how existing facilities are used, and how new facilities are designed. The value of existing technologies such as access control is increased and new technologies are helping to fill the gaps in support of infectious disease hardening.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Mr. Sharpe is a long time (+30 years) Cybersecurity and Privacy expert with real world operational experience. Unlike many people in this space Mr. Sharpe has run P&Ls up to \$60M and has spent much of his career helping large corporations and government agencies reap the rewards afforded by advances in technology (Digital Transformation). This provides him a pragmatic understanding of the delicate balance between Cybersecurity, Operational Effectiveness and the Business realities. He began his career at NSA moving into the Management Consulting ranks building practices at Booz Allen and KPMG. He subsequently co-founded two firms including successful exits. He has participated in over 20 M&A transactions and has subsequently delivered to clients in over 20 countries on 6 continents. Mr. Sharpe holds degrees in Electrical Engineering from New Jersey Institute of Technology (NJIT), Management from Johns Hopkins University (JHU) and Business from Columbia Business School. He is a published author, speaker, instructor and advisor. He serves on industry forums and pays it forward as a mentor at an incubator.

SHARPE MANAGEMENT CONSULTING LLC

Consulting & Professional Services | Defense & Intelligence | Information Technology & Telecommunications | Cybersecurity | Identity Management Security System Design & Integration

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

COVID may very well turn out to be the ultimate Digital Disruption. Adoption has skyrocketed. The rise of the remote worker and the Cloud is causing us to fundamentally rethink every security strategy and architecture.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Don served 29 years as a US Postal Inspector and Security Division National Program Manager in Physical Security. Don was responsible for evaluating new security designs, methods and equipment for the Postal Service. Don has continued his Security expertise as a contractor working for his client, the USPS as a Facilities Repair & Alterations Project Manager. Don is very familiar with Federal Government Contracting. Don serves as the Education Chair for the Physical Security Council at ASIS.

US POSTAL SERVICE

Public Administration (Government, Non-Defense) | Retail | Distribution & Logistics Supply Chain | Access Control | Security System Design & Integration | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

Rapidly changing physical security technology.

What technologies are having the most impact in your specific application/vertical?

Access control and CCTV systems.

How are security technologies impacting or contributing to business intelligence?

The new technologies are advancing the closing of the gap between operational driven usage and security analysis.

SUBJECT MATTER EXPERT GUIDE

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Emergency Services | Law Enforcement | Security Services | Incident Management &
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SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Jeffrey A. Slotnick, CPP, PSP, is an internationally known enterprise security risk consultant. With more than 29 years of experience, he has been recognized by his peers as a Thought Leader. Slotnick is a credentialed ISO lead auditor responsible for recent advancements in disaster resilience/organizational resilience management, ISO/ANSI standards development, resiliency information management processes, and enterprise security risk management (ESRM). Slotnick is focused on the professional development of security, law enforcement, and military personnel, exceptional services, and all aspects of ESRM including risk, vulnerability, and threat assessments. He is involved in emergency response planning, business continuity planning, and physical security system master planning, design, and integration. Slotnick is an SRVP for ASIS International, a Director on the ASIS Professional Standards Board, a faculty advisor for the University of Phoenix, and Veteran and 19-year reserve law enforcement officer for Centralia, WA.

Marketing/PR Contact

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SETRACON INC. ESRMS

Consulting & Professional Services | Critical Infrastructure | Transportation & Supply Chain Access Control | Management & Control Platforms | Security System Design & Integration

What is the biggest challenge you face in your specific application/vertical?

Understanding that the business of security is the strategy of the business. In other words, the strategy of the security department should be fully aligned with the Enterprise risks which impact Enterprise success.

What technologies are having the most impact in your specific application/vertical?

Integrated technologies which are compatible one with the other which allow for a depth of richness in information enabling business intelligence and analytics to make the business case for Enterprise Security.

How are security technologies impacting or contributing to business intelligence?

The analytics and business intelligence available today are capable of aligning the security department strategy with the strategy of the enterprise.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

What has changed is our business model, learning how to complete some tasks remotely. Risk consulting will always have a need for on-site work, but we have found that a large part of work can be accomplished remotely, minimizing our time on site.

SUBJECT MATTER EXPERT GUIDE

TIM SUTTON

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Professional Bio

More than 30 years operational security management and program development, loss prevention and asset protection, physical security technology systems design, deployment, and operation, and security consulting experience has taught me there is no single "right way." You have to constantly learn new things and apply lessons learned from experience when developing a security solution. Double board certification as a CPP and CHPA requires constant learning. I truly love sharing my experience and helping others with what I have learned over the years. How can I help you?

GUIDEPOST SOLUTIONS LLC

Consulting & Professional Services | Healthcare | Cannabis Security | Access Control
Security System Design & Integration | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

I consistently find in the cannabis industry there is a belief that integrators and technology vendors/installers have the expertise needed in developing a security plan for licensure within the industry. They can certainly provide security technology plans but are usually far from possessing the knowledge or expertise needed to provide comprehensive security plans that include security management and security operations plans. Cameras, alarms, and access control systems are not a security solution, they are simply tools. Combined with security operations and security management plans developed by consultants with experience actually working with their boots on the ground within the cannabis industry, these tools can be used to create a security solution.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Careful due diligence is needed before selecting any type of temperature detecting technology. I have found a lot of misleading and unreliable marketing in this area.

SUBJECT MATTER EXPERT GUIDE

MASSEH TAHIRY

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Professional Bio

Masseh Tahiry brings a fresh set of experiences from the commercial, public, and non-profit sectors. He has leveraged those experiences to guide public and commercial organizations to explore the dynamics of the current and future operating environments across related and unrelated domains, industries, and markets – uncovering blind spots, developing strategies to capitalize on opportunities and mitigating risk across their supply chains. More specifically, Masseh operates within the cyber risk, sports tech, fintech, and space-based technology arenas to illuminate and communicate the interdependencies and impacts of critical infrastructure risks to organizations, their workforce, and consumers. Masseh holds an MA in international commerce and policy, with a concentration in complex transnational threats.

TOFFLER ASSOCIATES

Consulting & Professional Services | AI & Machine Learning | Cybersecurity
Mobility (Autonomous Transportation) | Sports Technology

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Lisa Terry, CHPA, CPP has significant experience in healthcare security and police management. Lisa currently serves as the Vice President, Healthcare for Allied Universal. Prior to that she served as Director of Hospital Police and Transportation at the University of North Carolina in Chapel Hill. Lisa has served as the Chief of Campus Police and Public Safety with WakeMed Health and Hospitals in Raleigh, North Carolina, and Chief of Police and Public Safety with Eastern Virginia Medical School in Norfolk, Virginia. As a current ASIS International Senior Regional Vice President and Healthcare Council/Community Vice Chair, Lisa has been fortunate to collaborate with some of the country's greatest minds in healthcare, security, and policing. She shares her knowledge, strategies, and lessons learned for successfully preventing and mitigating violence in her books: "Preventing Violence in the Emergency Department" and "The Active Shooter Response Toolkit for Healthcare Workers."

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ALLIED UNIVERSAL SECURITY SERVICES

Education | Healthcare | Security Services | Incident Management & Emergency Notification
Video Analytics | Video Surveillance

What is the biggest challenge you face in your specific application/vertical?

One of the biggest challenges with which the healthcare vertical is faced is the violence that often accompanies certain patients. It is of utmost importance that healthcare security professionals are well trained, prepared to respond as well as comprehend "clinical aggression" versus "criminal aggression."

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

The COVID-19 pandemic has significantly impacted the role of security in the healthcare environment and the technologies introduced. Some departments have added thermal imaging cameras to various entrances. Some departments are considering robotics in place of humans to oversee various access areas to enhance safety.

SUBJECT MATTER EXPERT GUIDE

DAVID TYSON

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Professional Bio

Dave Tyson is the President of Apollo Information Systems, a Cyber Security consultancy and technology services firm. He is also the co-founder of Cyber Easy Learning, Cyber Security training program that teaches Cyber Security in plain English!

His previous roles include CISO for SC Johnson, PG&E, Nike, the Global Security operations lead for eBay, and the Chief Security Officer for the Host City of the 2010 Winter Olympics.

Mr. Tyson has Master's Degree in Business Administration specializing in Digital Technology Management, is a CPP and is Board Certified in Security Management and is a CISSP.

Dave currently serves as a member of the Board at the GSRMA and is Co-chair for the Strategic Council, the national Cyber Security Initiative, for the Private Director's Association. Dave is a Past Chairman of the Board and 2015 President of ASIS International, the world's largest security management association.

Marketing/PR Contact

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APOLLO INFORMATION SYSTEMS

Consulting & Professional Services | Information Technology & Telecommunications
Manufacturing | Cybersecurity | Security System Design & Integration
Security Operations | EP | Investigations

What is the biggest challenge you face in your specific application/vertical?

With over 3500 Cyber security firms operating in the US alone and the explosion of IoT products in the business digital transformation landscape companies have never faced this level risk decision making or complexity in securing the future.

What technologies are having the most impact in your specific application/vertical?

We work across every vertical, and while many technologies are at the forefront, it is the cumulative nature and aggregate risk of the growing attack surface that should have Boards concerned.

How are security technologies impacting or contributing to business intelligence?

In the traditional security industry, security intelligence and AI is still in its infancy, the integration with Cyber Intelligence is the current opportunity and then the full integration with more robust traditional technologies in the future.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

George L. Vergolias, PsyD, CTM, oversees and leads R3c's Clinical Risk, Threat of Violence and Workplace Violence programs, and has directly assessed or managed over 1,000 cases related to threat of violence or self-harm, sexual assault, stalking, and communicated threats. He brings over 20 years of experience as a Forensic Psychologist and Certified Threat Manager to bear in an effort to help leaders, organizations, employees and communities heal, optimize and ultimately thrive before, during and after disruption.

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R3 CONTINUUM

Consulting & Professional Services | Security Services | Critical Response
Identity Management | Visitor & Incident Management

What is the biggest challenge you face in your specific application/vertical?

To do this effectively and in a timely manner, it requires us to go beyond mere traditional enterprise security interventions and also encompass a behavioral understanding of the risk factors, how those impact a person of concern, and how contextual psychosocial risk factors elevate or thwart an individual from moving on a trajectory of predatory violence.

SUBJECT MATTER EXPERT GUIDE

MARK WILLIAMS

BOARD CHAIRMAN

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Professional Bio

Graduated with a Bachelor of Science degree in Business Administration from The Ohio State University. Have served for over 30 years in the Security and Safety industry in a variety of roles. Currently serve as Board Chairman of the Partner Alliance for Safer Schools (PASS), as a volunteer advisor for the Secure Schools Alliance, as a technical committee member of the NFPA 3000 Active Shooter/Hostile Event Response (ASHER) standard, and as a member of the Rapid Access Advisory Council. Served as a code instructor for the State of Michigan for 15 years, as a Door and Hardware Institute (DHI) instructor for several years and have been involved with Safe Schools since the early 90's. In over 24 years with Allegion, served as the Vice President of Architectural and Construction Services, Project Based Business Leader, Regional Director and General Sales Manager.

PARTNER ALLIANCE FOR SAFER SCHOOLS

Safe Schools | Safe Schools Guidelines

What is the biggest challenge you face in your specific application/vertical?

Promoting effective and appropriate solutions for schools to enhance their safety and security.

What technologies are having the most impact in your specific application/vertical?

Multiple technologies have to come together in the safe schools environment in order for schools to implement a comprehensive system that is appropriate and that they can understand, utilize and afford.

How are security technologies impacting or contributing to business intelligence?

There are multiple emerging technologies that have the potential to enhance school safety. These include, biometrics, thermal imaging and integrated systems.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

Unplanned schools closures present challenges for schools as they work to protect not only the security of their buildings, but also how they provide all hazards protection for their students, teachers and staff.

SUBJECT MATTER EXPERT GUIDE

RON WORMAN

FOUNDER AND MANAGING DIRECTOR

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Professional Bio

Ron Worman is the founder and managing director of The Sage Group®. He has been intimately involved with consultants, integrators, technology vendors and security executives in developing new models of value creation for the risk, resilience and security industry. The approach Worman developed for value creation is called The Path to Value™. Sage is also the producer of The Great Conversation in Security™, an executive leadership forum and community that focuses on leading innovation and change in the industry.

Worman was with McDonnell Douglas Automation Company in the early days of managed services. He helped build their Pacific Northwest Computer-Aided Design and Manufacturing, Robotics, and Product Life Cycle Management office.

In the 90's, Worman helped a series of technology start-up companies develop a path to value. Two of the companies were successfully acquired and another went public on NASDAQ.

Worman has also helped develop partnerships and mergers between organizations within the security ecosystem creating a force multiplier in value.

Worman is a past board member of Seattle Pacific University and an occasional adjunct focused on Leading Innovation and Change in the MBA program.

Marketing/PR Contact

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THE SAGE GROUP

Consulting & Professional Services | Security Services | Access Control
Management & Control Platforms | Intelligent Communications

What is the biggest challenge you face in your specific application/vertical?

One of the biggest challenges in the industry is how to talk to the CEO and the executive team (the true owners of risk). This is a conversation that must be had, but after you are trained to speak in business optimization and value terms.

What technologies are having the most impact in your specific application/vertical?

What many executives don't realize is technology is highly disruptive. The biggest disruption will be the digital transformation of the business, the building and the community (government) and how the security program aligns with it.

How are security technologies impacting or contributing to business intelligence?

The battle over the platform that aggregates all the sensor data, optimizes the understanding of that data through advanced analytics, and delivers 360 degree all hazards risk and security program metrics at the time of need, will be the next generation of technology impact on the business.

SUBJECT MATTER EXPERT GUIDE

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Professional Bio

Ben started his career at Microsoft, where he led teams of engineers and data scientists leveraging AI to identify high-potential startups globally, driving nine figures of cloud revenue. He has worked as an AI consultant in Chicago, San Francisco, and Tel Aviv, and as a VC investing in AI and gaming startups.

He was recognized on the 2020 Forbes 30 Under 30 List.

Ben holds a BA from Bowdoin College and an MBA from the University of Chicago Booth School of Business.

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ACTUATE

Defense & Intelligence | Education | Information Technology & Telecommunications | AI & Machine Learning | Gunshot Detection | Video Analytics

What is the biggest challenge you face in your specific application/vertical?

Helping customers understand different AI systems and how to evaluate their relative capabilities.

What technologies are having the most impact in your specific application/vertical?

Cloud vs. On-Premise is a constant discussion we help our customers have.

How are security technologies impacting or contributing to business intelligence?

Hugely: The cross-over of video data from security to building management and COVID-19 response is making security a key source of BI data.

How has the COVID-19 pandemic impacted your role and the technologies you utilize in your application/vertical?

We've found our technology being used by the business to manage re-opening rather than just as a core security feature.



asisonline.org



gsx.org