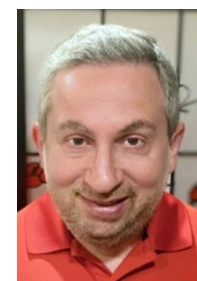


SECURITY SYSTEMS NEWS
40 UNDER 40
CLASS OF '22 *Yearbook*

Security Systems News spotlights '40 under 40' Class of 2022

By Cory Harris, Editor

SECURITY SYSTEMS News is excited to introduce the first annual "40 under 40" yearbook, spotlighting the Class of 2022, made up of a diverse and talented group of young professionals representing the next generation of leaders in security.



Cory Harris

This year's "40 under 40" class features a stellar mix of security systems integrators, security consultants, security dealers and monitoring professionals, as well as end users and other industry professionals. The Class of 2022 also includes 15 women, up again from 2021, which not only reflects the increase in the number and quality of nominations we received for women this year but also continues to reflect the changing culture and dynamic within the security industry.

This high-caliber group of young professionals who make up the Class of 2022 was very tough to narrow down, especially with the extremely high number of quality nominations we received. The "40 under 40" awards are always a source of pride for me, knowing that the industry is in good hands with these future leaders at the forefront, many of whom

SECURITY SYSTEMS NEWS 40 UNDER 40 CLASS OF '22 Yearbook

have already made an indelible mark in the security space.

Another trend that continued with this year's class was an increase in security professionals with cybersecurity and IT expertise, as well as the technical background and education to go with their business savvy and excellent leadership qualities. Many in this year's class have helped guide their companies through challenging times the last couple of years due to the COVID-19 pandemic. Yet, they have been able to leverage new technologies and best practices while striving to grow professionally.

Continued on the next page

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We know that our readers will enjoy hearing the stories of our '40 under 40' winners in this first-of-its-kind yearbook.

Without further ado, here is the SSN "40 under 40" Class of 2022:

CANDICE ARAGON, vice president, marketing, education & events, The PSA Network

SCOTT ASHWORTH, head of safety and security, Overtime

NICOLE BLACK, vice president of finance, Lydia Security Monitoring, Inc. d/b/a COPS Monitoring

STEVE CARULO, chief executive officer, Alarm Brokers of Florida

TOMMY CHIU, senior principal, Stantec Consulting Ltd.

ASHLEY DAVIS, chief strategist, ESI Convergent

NICOLE DOTTERMAN, data entry supervisor, United Central Control

MARSHALL FRIDAY, senior director of multifamily sales, ADT

MICHAEL GLASSER, president, Glasser Security Group

SARAH GOLDSTEIN, vice president of partner services, Alarm Connections

DANNY GOODPASTER, vice president of sales, Bates Security/Sonitrol of Lexington

KATIE GREATTI, associate director of learning/development, Security Industry Association

JOSHUA HILL, chief financial officer, Sentry Alarm

RYAN JUCKETT, business development manager, Convergent Technologies

RYAN LEITHEAD, senior sales manager of security business, Siemens

DR. CORY LOWE, senior research scientist, Loss Prevention Research Council

LINDSEY MAHL, co-owner, ABC Fire & Burglar Alarm

ELISHA MCARTER, sales and marketing manager, AE Security

TAYLOR MCKINNEY, chief operating officer, Alcom Security
JAINA MEHTA, principal security consultant, Capital One
VERONICA MOTURI, senior vice president of customer experience, Brinks Home

MICHAEL NEWSOM, associate consultant, Butchko•ESI

ROB OLDHAM, vice president of sales, Stone Security

ESTEBAN PASTOR, senior product manager, ZKTeco USA

BEN PURCELL, director of operations, Silent Guard

ETHAN REELEY, senior security project manager, Microsoft

TAYLOR REILLY, account manager, Rapid Response Monitoring

HECTOR RODRIGUEZ, district manager, Brosnan Risk Consultants

LAURA ROSE, vice president of marketing, Securitas Technology

SIMON SCHWAB, director of business development, Care Security

ALIANA STEINBUGL, director of physical security, Penn State University

JOHNNY STORMS, vice president, strategic solutions and projects, Global Guardian Asset Security

MATT SULLIVAN, account executive, Alarm.com

OMAR TAVERAS, chief executive officer, Brodserv

ANDREW VANDERBURG, president, Global Guardian Asset Security

KYLE WALSH, senior manager, global security, Cruise

STEPHANIE WHALEN, vice president of marketing and communications, Paladin Technologies

ADAM WILDER, managing partner, Beacon Protection Group

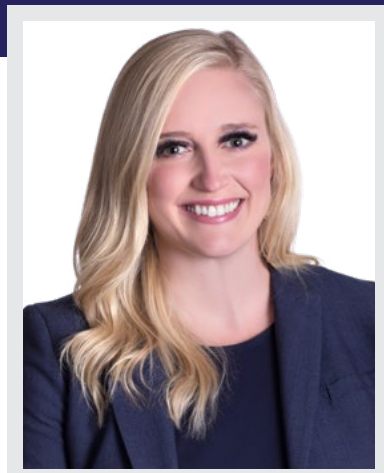
In addition, **PETER OLANESE**, former accounting manager at SMG Security Holdings, and **MATTHEW HUDNALL**, operations manager, Alert Alarm Hawaii, were selected as members of the "40 under 40" Class of 2022. **SSN**



*Kudos to the Class of '22!
Your commitment and dedication
to the industry are truly
appreciated. Well done!*

CANDICE ARAGON, 36

VP of marketing, education & events
The PSA Network



CANDICE ARAGON, 36, is the vice president, marketing, education & events at The PSA Network, the world's largest systems integrator consortium. Find out what inspired her to pursue a career in the security industry, what being a "40 under 40" winner means to her, what appeals to her

about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

ARAGON: At PSA I sit on the executive team and oversee marketing, education, and events for both our security and AV brands. We develop and oversee over 10 live events a year such as PSA TEC and our annual owners' convention. In addition to PSA's marketing responsibilities, we have an agency to assist our members with their marketing needs. On the education side, we recently launched PSA University, our new learning management system, host regular webinars and trainings, lead 13 integrator committees and speak at other industry events.

SSN: What inspired you to pursue a career in the security industry?

ARAGON: PSA is my first job in the security industry and I'm so thankful I landed here! I was drawn to PSA's model and when I interviewed with Ric McCullough, Bill Bozeman and the

PSA team, I knew I had stumbled upon something great. While it took time to learn the ins and outs of the technology, how integration works, etc., I never found it boring! The outcomes our industry delivers make it all worthwhile.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

ARAGON: I'm extremely honored to be recognized by peers who I have so much respect for. Not to mention, the other winners on the list are so impressive that I'm humbled to be named among them.

SSN: As a young leader, what appeals to you about the security industry?

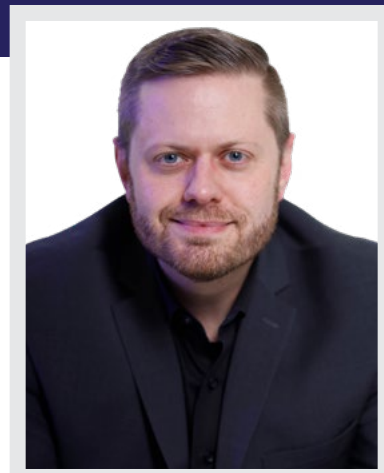
ARAGON: The opportunities and outcomes! Our industry saves lives. Full stop. It is a mission that anyone can get behind. As a branding professional in the industry, I see the challenges we have had recruiting next generation talent as an excellent opportunity to change the narrative! Likewise, the PEOPLE! In my 14-year career so far, I have never had such an amazing professional network that supports me far beyond my company.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

ARAGON: We have to rewrite the script! Focus on the amazing opportunities, the variety of positions, the viability of the industry and the growth potential. Likewise, we have to look in new places. There is so much talent that can fill the industry that isn't being targeted: veterans, women, trade school students, etc. We can pull together as an industry to create new paths to these opportunities. **SSN**

SCOTT ASHWORTH, 38

Head of safety and security
Overtime



SCOTT ASHWORTH, 38, is the head of safety and security at Overtime, which builds disruptive new sports leagues aimed globally at the next generation of sports fans and athletes. Find out what inspired him to pursue a career in the security industry, what being a "40 under 40" winner means to him, what appeals to him about the

security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

ASHWORTH: Most of my responsibilities are focused on captaining a complex security program for Overtime Elite. The basketball league consists of six teams of 70 of the highest-ranked basketball players between the ages of 16 and 19. The six teams play in multiple venues across four states - Georgia, New York, North Carolina, and Arizona. Games are streamed live on Amazon Prime and YouTube.

The Overtime Elite security program is a 24/7 operation protecting all athlete residences, OTE offices, OTE Arena, and off-site operations. My team is comprised of approximately 100 professionals from contract security, law enforcement, and emergency medical disciplines, all working collaboratively to ensure the safety of our athletes, staff, and fans. Additionally, the team is present and responsible for maintaining comprehensive safety plans on organizational travel domestically and internationally.

I am incredibly proud of one program our team has architected and owned: the Overtime Elite Crisis Management and Business Resilience Program. This program includes top-notch processes and procedures that guide leadership at the highest levels of the organization to manage unforeseen incidents that could negatively affect the business.

Last year, we were also able to extend our program to support Overtime's newest league, OT7, a seven-on-seven football league. In 2023, with the significant growth of OT7 and the introduction of OTX, Overtime's new Boxing feature, the security team will do its part to ensure everyone has a safe and enjoyable experience.

SSN: What inspired you to pursue a career in the security industry?

ASHWORTH: Early on in my educational journey, I attended college for business marketing. I quickly discovered that my passions were not aligned with the career my educational path was preparing me for. I then worked to identify what turns my career path should present. After some soul-searching, I asked my 8-year-old self what he wanted to be, so I did that. I got a job as a police officer in metro Atlanta, and the ball was rolling.

After almost a decade of working in law enforcement and reaching the rank of lieutenant in investigations, I decided to enter corporate security. I merged my two desires to work in business and protect

communities; this time, my society would be a business community.

A thing's purpose is vital to what I do and why I do it. There is no more valuable purpose than ensuring a professional group of persons, property, and brand safety and security. This greater purpose fuels my desire to do my job excellently and give back to my professional network at every turn.

Talent is great, but are you obsessed with your craft?

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

ASHWORTH: It's truly an honor to be named one of SSN's 40 under 40. To be recognized by my peers in the industry and those who cover the security profession is an excellent reminder that the hard work and intentional effort I put forth are leaving a positive mark. So many phenomenal professionals in the security industry are making great strides to move our industry and the whole business community progressively. Being highlighted as a next-generation leader from such a qualified pool is an incredible feeling.

SSN: As a young leader, what appeals to you about the security industry?

ASHWORTH: The security industry is unlike any other field in business. There is an advantage to developing efficiencies and effective processes in business and protecting those advantages over other companies to maintain market dominance. This is not the case in the security industry.

We protect people and property, and we share all of our trade secrets. Professionals in the security world are always searching for new ways to innovate new approaches to maintaining safety and security while ensuring those under protection can live life seamlessly and without undue worry. Then we get on our soapboxes, turn on the megaphones, and tell everyone the secrets.

Additionally, teamwork in the security industry stands out as one of the more rewarding traits. Every day, we work across disciplines, whether in physical security, executive protection, loss prevention, technology, and the dozen other specialties, to drive success to one centralized mission, protection. There is a high level of purpose in our choice of profession, and everyone who operates in this space should be incredibly proud.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

ASHWORTH: Hiring in security and the difficulties associated with attracting young security talent is a topic I have written about often. We lose so many young candidates, not because they don't want to do the job, but because they didn't know it existed. During three years in business school, I was never informed of a division that all major companies have, which makes up a significant size of their workforce and deliver necessary direct results to organizations functioning.

We should continue to operate on a level where we protect with little evidence, but promote our industry to those sitting in classrooms, opening up textbooks, and preparing for a lecture. **SSN**

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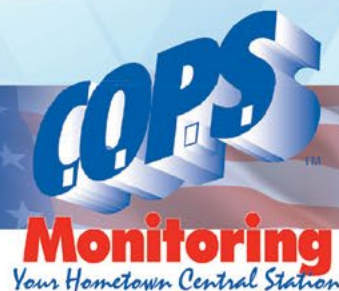
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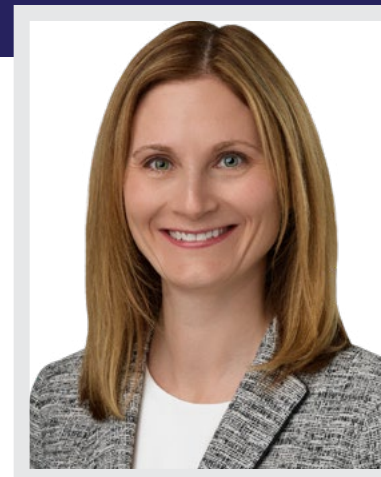
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NICOLE BLACK, 40

Vice president of finance
COPS Monitoring



NICOLE BLACK, 40, is the vice president of finance at Lydia Security Monitoring, Inc. d/b/a COPS Monitoring, one of the largest providers of professional monitoring services in North America. Find out what inspired her to pursue a career in the security industry, what being a “40 under 40” winner means to her, what

appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

BLACK: I’ve been with the company for seven years, during which time my role has changed and grown considerably. I started as an accounting manager, but I now oversee a team of 16 and my responsibilities include accounting, finance, human resources, and other administrative functions.

SSN: What inspired you to pursue a career in the security industry?

BLACK: While I did not set out to join the security industry, I’m thankful that my career path led me to it. I worked in the telecommunications industry after leaving public accounting and the security industry felt like a natural progression in my career journey. I love that the industry is always changing and growing,

which allows me to do the same professionally.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

BLACK: It’s an honor and I’m grateful to be recognized among such an accomplished group of individuals!

SSN: As a young leader, what appeals to you about the security industry?

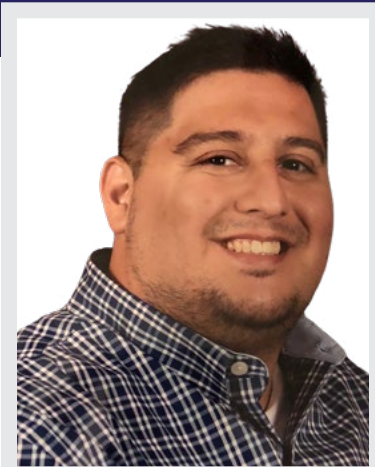
BLACK: At Lydia, we provide a human lifeline to people in some of their most vulnerable moments. It’s gratifying and important work, and I’m proud to be part of a company and an industry that provides such a valuable service. I also love the challenge that comes along with working in such a dynamic industry and workplace. There’s always something new to get involved in or learn so I’m constantly honing my skills and growing professionally.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

BLACK: Something that has come up consistently in my recruiting efforts over the past few years is flexibility. The younger generation is putting even more emphasis on work-life balance, and they want a workplace that respects the fact that they have lives outside of work. We’ve had to adjust to accommodate that desire for flexibility in some ways, and I think that’s something the industry will have to contend with to continue to be competitive in the employee marketplace. **SSN**

STEVE CARULO, 38

Chief executive officer
Alarm Brokers of Florida



STEVE CARULO, 38, is the CEO of Alarm Brokers of Florida, LLC, which specializes in the design, installation, integration, and service of security systems, access control systems, and closed-circuit TV (CCTV) camera surveillance systems for residential and commercial applications in the South Florida area. Find out what

inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

CARULO: I founded Alarm Brokers of Florida in 2016. At that time, I was the only employee, and I did everything from bookkeeping to sales to ordering parts and even climbing up ladders to install cameras. Thankfully, since then the company has grown and evolved, but like the majority of small business, I’m extremely hands on and have combined the duties of a couple of roles, CEO and CTO, into my daily responsibilities.

I manage our current and future projects including permitting and inspections, communicating constantly with our customers to stay on time and within budget. I oversee installations, visit job sites, schedule jobs on our installation calendar and divide the work among our technicians according to their strengths. Creating and maintaining strong relationships with our vendor partners is particularly important to me, especially because they keep me up to date on emerging technology trends and new products that we can offer our customers.

SSN: What inspired you to pursue a career in the security industry?

CARULO: For as long as I can remember, I was always intrigued by technology. As a kid, I disassembled and reassembled most of the electronic devices and gadgets in our home just to see what they looked like on the inside and to try to figure out how they worked. For my first job, I was actually hired as a bank teller and quickly made my way to bank management but the technology geek in me still had me playing with technology in my spare time.

A few years later, a friend who was working in sales for ADT suggested that I apply to work there and once I was onboard my career in the security industry began. I was assigned to residential sales and because I was so passionate about what I was selling, I sold A LOT of security systems. I’m a fast learner so I also learned how to install and service alarm systems by watching the technicians do it and asking questions. In 2016, I decided to branch out on my own, and Alarm Brokers of Florida was born.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

CARULO: Being a winner of SSN’s 40 under 40 Class of 2022 is incredibly meaningful and such an honor. I’ve always seen myself as a regular local small business owner. To see my name on the same list as security professionals of such high caliber and to receive recognition and exposure on a national level is beyond my wildest expectations.

SSN: As a young leader, what appeals to you about the security industry?

CARULO: I love the security industry because it never sleeps! Just when I think I’ve caught up on all the latest and greatest, a new product will be released or a new technology will be invented and then I, like our industry, will not sleep as I read and watch videos about these cool new things into the wee hours of the night.

Also, I’ve been blessed with the opportunity to meet and create relationships directly with manufacturers of the most innovative tech in our industry who partner with me to customize solutions for my customers as well as with distributors who don’t just quote me prices – some distributors go as far as to offer private labeling which has really helped us in building our brand, shipping quickly and offering us excellent payment options.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

CARULO: In South Florida, before the COVID-19 pandemic struck we were already plagued by staffing issues that COVID-19 only exacerbated. During the pandemic, low voltage work in our market never slowed down due to a massive construction boom; however, we had to turn down multiple projects due to not having enough technicians to perform the work. We knew that we would have to get creative in order to recruit talent.

Prior to the pandemic, we didn’t offer any employee benefits; however, we used our quarantine time in 2020 to design a robust employee benefits package that includes medical, dental, and life insurance; a retirement plan; vacation time, and holidays off.

What differentiates Alarm Brokers of Florida from our competitors is that we pay 100 percent of the employees’ insurance premiums; we contribute to their 401(k) plans; and we pay them competitive wages everyday including their vacations and holidays, setting us apart = and creating a strong buzz among the local industry community. Since then, we have had no shortage of technician candidates.

I am a firm believer that our biggest problem is not happening now but will come in the next decade as employees start to retire, as many of the young talent we have interacted with are completely unaware that our industry even exists. Most have heard of the more common trades such as plumbing, electrical, and HVAC but there are only a few trade schools who teach low voltage.

As an industry, we must create an awareness campaign promoting our trade to young talent who are choosing a career. We also need to find out how to get low voltage education programs into their curriculums. By training young talent early on, we are guaranteeing ourselves a capable workforce for years to come. **SSN**

TOMMY CHIU, 39

Senior principal
Stantec Consulting, Ltd.



TOMMY CHIU, 39, is a senior principal at Stantec Consulting Ltd., a global provider of sustainable design and engineering services based out of Edmonton, Alberta, Canada. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him

about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

CHIU: As a senior principal at Stantec Consulting Ltd., my primary role focuses on leading a team of security consultants to deliver both strategic and technical security engineering services for our various commercial, healthcare, and institutional clients within our global community. Specific duties include educating our clients with the latest and greatest security industry best practices, providing guidance on the development of their corporate security strategy, and performing innovative physical and electronic security designs for their real estate investments.

SSN: What inspired you to pursue a career in the security industry?

CHIU: Making a world more safer, fairer and livable is what has inspired me to pursue a career in the security industry. Having to balance between budgets, security, and privacy has always been

interesting for every security project, but my security consulting career has always given me a great sense of purpose, job satisfaction and personal fulfillment.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

CHIU: Being named as a winner of SSN’s 40 under 40 is one of my major achievements and milestones in my early career. I am honored to receive this prestigious award and have my security consulting work recognized globally.

SSN: As a young leader, what appeals to you about the security industry?

CHIU: I believe the applications of real-time locating systems (RTLS) and artificial intelligence (AI) on data analytics will revolutionize the security industry in smart buildings.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

CHIU: Hiring, recruitment and retention of young talent in the security industry, especially in Canada, has always been challenging even prior to the global COVID-19 pandemic. However, with the new norm of hybrid workplaces and the utilization of electronic security systems and artificial intelligence of data analytics, some of the security job services could now be done effectively at remote locations (which may be more ideal for the new generation). I believe we should also offer more academic scholarships and facilitate more mentorship programs to further attract the up-and-coming young talent to our security industry. **SSN**



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ASHLEY DAVIS, 39

Chief strategist
ESI Convergent



ASHLEY DAVIS, 39, is chief strategist at ESI Convergent, a management consulting firm focused on helping companies assess and define the use of people, process, and technology within the physical and cybersecurity arena based out of Elyria, Ohio. Find out what inspired her to pursue a career in the

security industry, what being a “40 under 40” winner means to her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

DAVIS: I’m involved in consulting engagements with end users establishing and implementing technology roadmaps, as well as manufacturers in respect to strategizing on their go-to market strategy while working with our expert consultant division. I’m also defining messaging to the market and strategizing on effective and creative communication while collaborating with clients and our expert consultant group. I am also a trusted advisor and counselor to many of the world’s most influential businesses and institutions, providing information and advice about international business development, marketing, and global expansion opportunities.

I also research international business and investment opportunities, competitors, and business practices, develop proposals and make recommendations. I work with clients on a long-term basis, providing advice for ongoing business challenges, and also act as a strategic consultant who works with you and your team to solve strictly defined, granular problems.

In addition, I lead and manage projects across multiple industry

sectors and regions, involving creative, strategic planning with expert knowledge to tackle the toughest challenges for businesses. I understand your needs, the business environment in which you work and the available technology, plus I have the experience to help you avoid pitfalls.

SSN: What inspired you to pursue a career in the security industry?

DAVIS: I have always focused on being a resource to my immediate and global community. As a mother of five, I care deeply about the safety and security of the world. I have made it my mission to do everything I can to empower others with vetted tools, resources, connections, and solutions to help community leaders and emerging leaders make this world a better place for all of us to live and thrive.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

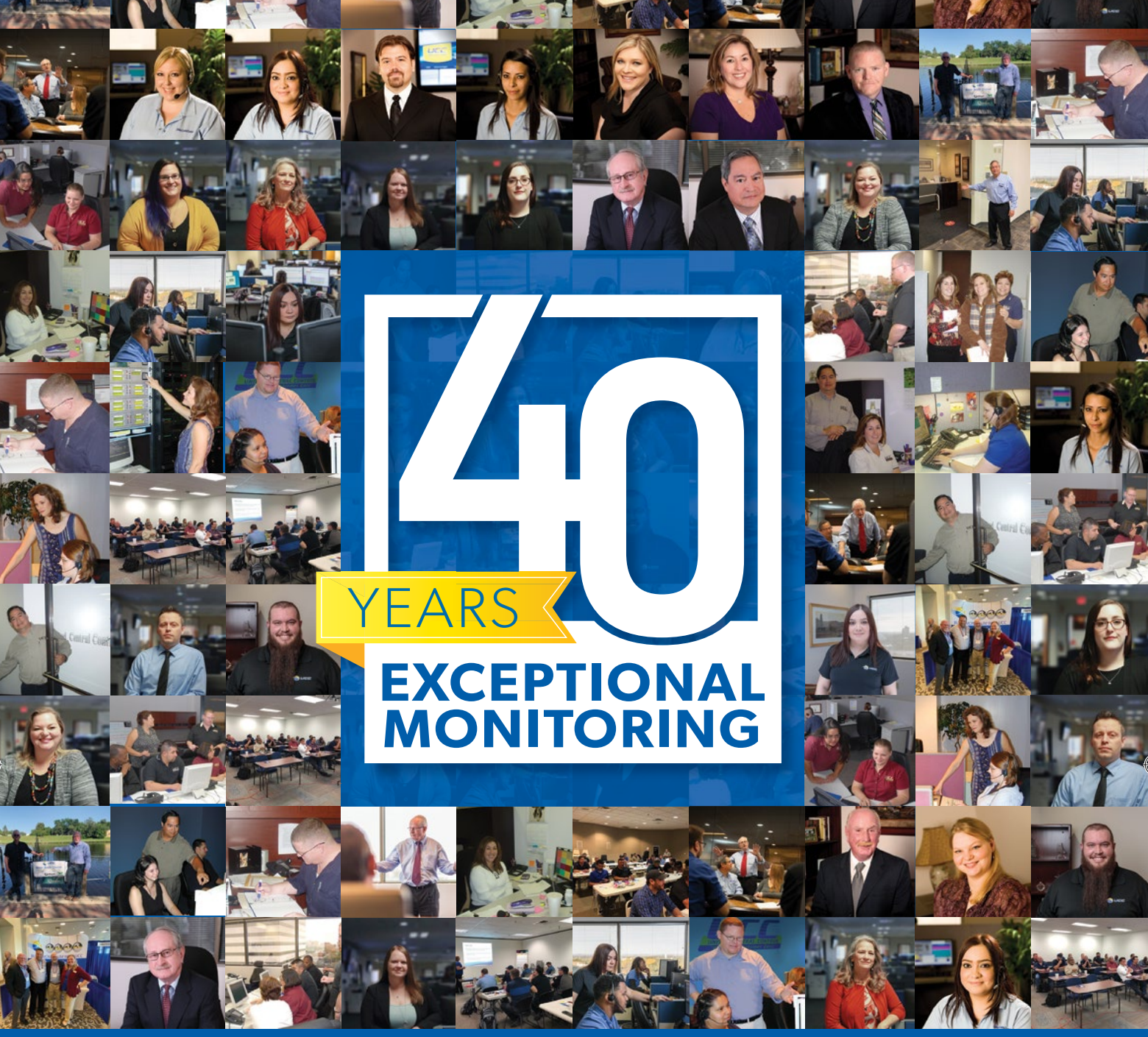
DAVIS: It is a privilege to be amongst other security professionals who have accomplished this goal and be able to be an influencer to others who are entering into and leading this industry.

SSN: As a young leader, what appeals to you about the security industry?

DAVIS: We are all here to play a role in the protection of people, property, and technology. Many believe that the security industry is where you are able to make the biggest impact, but in reality, security works with all departments and across industries, markets, and regions. I am excited to be involved in setting the status quo in how to make this collaboration happen on a global scale to make the biggest impact.

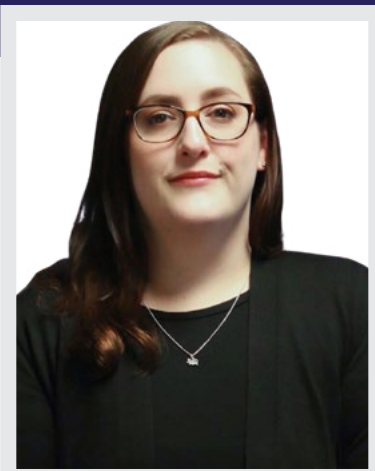
SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

DAVIS: We need better forms of education and building of stronger internship programs between industry-leading associations like SIA and the education community. **SSN**



NICOLE DOTTERMAN, 36

Data entry supervisor
United Central Control



NICOLE DOTTERMAN, 36, is data entry supervisor for United Central Control (UCC), a provider of contract monitoring and dealer support services based out of San Antonio, Texas. Find out what inspired her to pursue a career in the security industry, what being a “40 under 40” winner means to her, what

feeling has never changed, though my knowledge and confidence level definitely did. I make sure my team is working accurately and efficiently with new account setup, cancellation, cell unit programming, deactivations, and new dealer transfers. We are constantly learning because the industry is always moving forward.

SSN: What inspired you to pursue a career in the security industry?
DOTTERMAN: I honestly had no idea about most of this industry when I first started! I really loved helping people, and the love for my job and this industry came from that. It’s incredibly rewarding knowing that you are a lifeline to someone in need.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

DOTTERMAN: I’m sincerely honored. I’m also very proud of my team and company who helped me achieve this. I work with the absolute best. They have only ever given me tools to succeed and become greater. I’m inspired every day to help keep my team and company successful and help others rise to their full potential. I feel recognition for the very hard work I have dedicated to my team for the past 16 years, and it has given me additional motivation to continue this journey for many more years to come.

SSN: As a young leader, what appeals to you about the security industry?

DOTTERMAN: It’s constant evolution. It’s really exciting to see new ways that our industry is moving in order to help our customers. **SSN**

appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

DOTTERMAN: I have had the pleasure of working at UCC for 16 years. I really feel like I grew up here. I started as a dispatcher and really enjoyed the job. I was able to move up and supervise that department, which also helped me grow even further. It was challenging but I really loved helping my team and helping take care of our customers.

After several years in each of those positions I was given the chance to supervise the data entry department and I quickly agreed! It was so exciting learning about a completely different area of our company. I had to learn data entry, as well as how to manage the team all at once. I loved the challenge and that

With 40 years of experience providing our customers with exceptional monitoring services, UCC employees know what it takes to help our dealers succeed. In addition to quality, caring monitoring services to our dealers and their customers, we invest our time and resources into providing industry leading dealer support and training and implementing new technologies and value add services.

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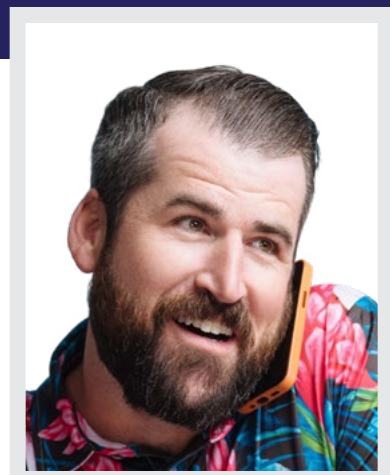
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MARSHALL FRIDAY, 39

Senior directory of multifamily sales
ADT



MARSHALL FRIDAY, 39, is the senior director of multifamily sales at ADT, a provider of smart home and smart business security based out of Boca Raton, Fla. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to

him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

FRIDAY: I am the head of sales for the multifamily division of ADT. I have a team of sales leaders, national account managers, and business development managers who sell bulk smart home technology to apartment property managers and owners.

SSN: What inspired you to pursue a career in the security industry?

FRIDAY: I had a friend who worked with me in wireless retail who came to ADT in 2005 and convinced me to give it a shot. Never would have imagined my career would take off and I’d still be here 18 years later.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

FRIDAY: It is truly an honor to be recognized by the industry. I started in this space at the age of 21 while I was still in college and have had so many amazing role models along the way.

SSN: As a young leader, what appeals to you about the security industry?

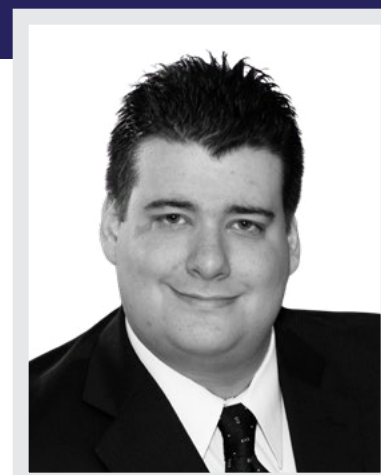
FRIDAY: The opportunities for personal and professional growth seem to be unlimited. I’m on my sixth role in the industry, and doors are always opening to new challenges.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

FRIDAY: The industry is evolving to be more tech forward, and bright minds are needed to assist with the evolution of the suite of products. We are not just a collection of old alarm companies; we are shaping the future of tech! **SSN**

MICHAEL GLASSER, 40

President
Glasser Security Group



MICHAEL GLASSER, 40, is the president of Glasser Security Group, a New York City-based boutique security consulting firm with vast experience in physical, electronic and information security. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to

him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

GLASSER: Glasser Security Group LLC (GSG) is a boutique security consulting firm specializing in physical and electronic security consulting, expert witness services on security related legal cases, and operational testing services through the WeSneakIn.com sub-brand. GSG focuses on low-volume, high-engagement client relationships.

Aside from the traditional consulting services, I have been spending a lot of energy to evangelize physical security penetration and operational testing services. The cybersecurity industry strongly embraces external auditing and penetration testing but those within the physical and electronic security industry are often resistant.

My belief is that the physical and electronic security industries would receive considerable benefits by regularly utilizing external audits, operational testing, and penetration testing. This is partially to improve the quality of systems and services, but a big part that is frequently misunderstood is about the ability to articulate and demonstrate risks that follow these services. Demonstrating risk is the key to getting budgets approved.

SSN: What inspired you to pursue a career in the security industry?

GLASSER: My family is from the security system industry. When young, my father guided me to focus on computers instead of the security system industry. The TRS-80 and Commodore 64 were toys and tools at the same time. At the same time, we played with ham radio, electronics, and alarm systems.

When I was eight, my father worked for an alarm system manufacturer that wanted to bring a new product to the U.S. market. He brought home the new system, gave it to me and told me to set it up. After a while, I had some real challenges. Up until then, I had been able to wire, program and fully setup all the other panels and systems from various manufacturers. When I failed with this new product, he returned it to the engineering department from the manufacturer, explaining that the system wasn’t ready for the U.S. market.

As I entered my teen years and needed a summer job, I worked with my mother at a central station. My duties included fixing computers (primarily dumb terminals at the time), assisting in the central station, stocking the vending machine and anything else the boss told me to

do, including going on the roof during a hurricane to fix a leak. Before I could drive, my mother would drive me to classes that my father was teaching about alarm systems. When I embraced them and wanted to learn, I was enrolled as a student in an alarm system certification program. Several instructors educated me and by 16 I was a Certified Security Technician. New York State licensing requires that all licensed security installers must be 18. I submitted my paperwork before I was 18 and was awarded the license around my birthday, resulting in me being the youngest licensed security system installer in New York.

However, I wanted to work in cyber, not physical/electronic security. That was right about as the dot-com bubble burst, and I couldn’t find a job in IT/cyber, so I took a job working for an alarm company for a while. Then I was a locksmith, which taught me a ton about access controls, doors, and hardware. Then I was lucky enough to move into security consulting, where I have remained since.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

GLASSER: For many years, I was “the kid.” “Kid – I’ve been doing this for 20 years.” I’m looking for the next “kid” who loves this industry as much as I do. Hopefully, someone somewhere will read this and contact me, allowing me to help mentor them and give back to the industry. With SSN naming me to the 40 under 40 list, the increased opportunity to give back is what I’m most grateful for.

SSN: As a young leader, what appeals to you about the security industry?

GLASSER: The passion I have for security is different than other industries. I’ve consulted on IT, AV, and other topics and while I enjoyed the work, I wasn’t passionate about it. Security is in my blood. Helping people and protecting my clients drives me. The industry is what I know, how I feed my family, and while it is my job it is also my hobby. My peers, friends and clients make fun of me for being so happy and passionate about security in all forms. While they’re reading about a new golf driver or a new car, it’s likely that I’m reading about the history of the security industry or a new widget that hit the market.

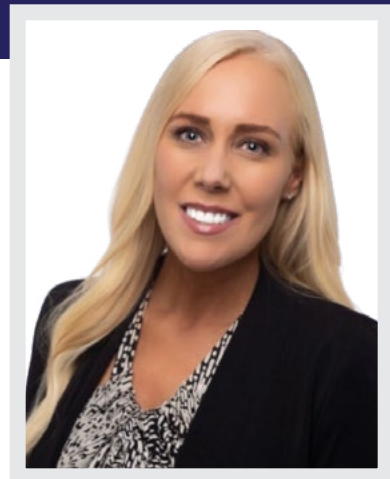
SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

GLASSER: Offer a career with a career path and not just a job. I have seen too many technicians come from other related industries and consider this industry just a job. Yesterday they installed tiles, today a motion detector and tomorrow roof shingles. Some of them were very smart and skilled but didn’t see a career path presented.

If we want to recruit and keep talent, we need to show them the path to success but also explain that it isn’t typically overnight. I’m proud that I’ve recruited and developed several people who are successful in the industry today. Admittedly, there also have been several who have come and gone. Trade shows are in my opinion a huge value when young talent is properly allowed to both be handheld as they walk through but also allowed to explore and find what interests them. **SSN**

SARAH GOLDSTEIN, 40

Vice president of partner services
Alarm Connections



SARAH GOLDSTEIN, 40, is vice president of partner services at Alarm Connections, a West Chester, Pa.-based curated network of experienced locally owned and operated alarm service companies that delivers “superior services” to its customers, according to the company. Find out what inspired her to

pursue a career in the security industry, what being a “40 under 40” winner means to her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

GOLDSTEIN: I began my career at Alarm Connections in accounts receivable. I have dabbled in customer service, service, and A/P before creating my current department, Partner Services. I began as the only member in the department and now oversee 16 employees. The department now consists of relationship support teams, invoicing team, and project management. My team is the direct liaison with our expanding 225-member partner network. I assist in preparations of key P&L projects including but not limited to increasing our current EBITDA. I am currently a leadership member who assists with developing processes, decreasing attrition, expediting growth, and lowering creation multiples.

SSN: What inspired you to pursue a career in the security industry?

GOLDSTEIN: I stumbled upon this industry by accident. I was working as a personal trainer at a local gym, fresh out of college, when my previous CEO was working out and offered me a job. I graduated with a teaching degree and planned to pursue teaching,

and working at Alarm Connections would be temporary. I ended up moving to Arizona to teach health and physical education after a year of being with Alarm Connections. I found out the school I was teaching at was closing, moved home, my previous CEO reached back out to me to come back, and the rest is history!

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

GOLDSTEIN: I was actually in Disney World when another winner reached out to me and congratulated me. I wasn't aware I even won and was honored to be a part of this award. I feel blessed to be amongst this talented group of people, and happy that I just made the cutoff!

SSN: As a young leader, what appeals to you about the security industry?

GOLDSTEIN: There are so many different avenues within the security industry. Suppliers, central stations, acquisition firms, alarm companies, brokers, and the list goes on. You never stop learning and the technology is always changing. We are making life easier and saving lives at the same time. I do not know too many industries that can say that.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

GOLDSTEIN: Culture. Our company has done a full 180 when it comes to our employees. We value their dedication and ideas. This industry is constantly changing and evolving, so we need to stay up with it. Provide your employees with training, educate them, listen to them, see their talent, and utilize them in the best way possible. Don't put a square peg in a round hole, as leaders you need to see the bigger picture and put people where they should be. Celebrate your staff, make them family. Be flexible, be respectful, do not forget where you started. Remember that you are not the smartest one in the room, let your staff teach you as much as you teach them. **SSN**

DANNY GOODPASTER, 39

Vice president of sales
Bates Security



DANNY GOODPASTER, 39, is the vice president of sales at Bates Security, a locally owned and operated commercial and residential security company based out of Lexington, Ky. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him,

what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

GOODPASTER: I started with Bates Security nine years ago as a residential consultant, and have since held positions as commercial consultant, sales manager for Kentucky, and now vice president of sales, currently overseeing sales across five offices in Kentucky and Florida.

SSN: What inspired you to pursue a career in the security industry?

GOODPASTER: I first met the team at Bates after cold calling on the office in my previous role with another company. When the opportunity to interview at Bates Security arose, I initially did not think I would be interested. My wife encouraged me to interview, and after meeting the Bates family, I had done a complete 180. I could see they were building something special in Lexington, Ky., protecting its residents and businesses.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

GOODPASTER: It is humbling to be named to SSN's 40 under 40 list alongside so many impressive leaders in our industry. I think it speaks to the leadership within our organization over my nine years at Bates, that our company seeks to develop more great leaders and put them in position to succeed. Our company takes great pride in building a great company while enabling personal success, and I am just one of many examples of that within our organization.

SSN: As a young leader, what appeals to you about the security industry?

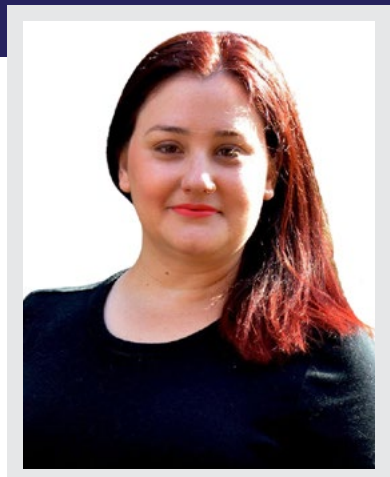
GOODPASTER: Throughout our industry, there are so many people that seek to share best practices and build up each other. The people I meet from other organizations, much like our employees, all genuinely care about the customers they serve and share ways to continue to provide the best services possible. With the knowledge and expertise of industry veterans, young talented individuals taking on leadership roles, and rapid advancements in technology, the future of the industry appears to be as bright as ever.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

GOODPASTER: I think we need to find unique ways to attract talent and look for individuals in ways we may not have in the past. Being involved in the communities we serve, networking, and generally being aware of folks we interact with in other industries as well may lead us to find talent in places we least expect. Some of our best employees have come from outside of the industry and brought the skills they developed in other arenas to our company, resulting in fresh ideas and different perspectives, leading to overall improvement of our organization. **SSN**

KATIE GREATTI, 32

Associate director of learning/development
SIA



KATIE GREATTI, 32, is associate director of learning and development at Security Industry Association (SIA), the leading trade association for global security solution providers based out of Silver Spring, Md. Find out what inspired her to pursue a career in the security industry, what being a “40 under

40” winner means to her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

GREATTI: I handle education sales and customer outreach for the Learning and Development department at SIA. I manage SIA’s certification programs, which includes maintenance and development of the exams and the application processes. I am also the liaison for the RISE young professionals’ community and get the pleasure of planning the annual AcceleRISE conference. This also ties into my duties with student outreach.

SSN: What inspired you to pursue a career in the security industry?

GREATTI: I wish I could say it was meant to be, but I ended up in the industry by happenstance. I was working for a different asso-

ciation as a certification manager and after leaving that role, there was an opening at SIA that was a wonderful fit, and here I am five years later!

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

GREATTI: It was such a surprise and such an honor. To be recognized for your work outside of your own organization means so much. I am very grateful and hope to continue my work for years to come.

SSN: As a young leader, what appeals to you about the security industry?

GREATTI: The amount of opportunities in the industry. My role is unique in that I am able to assist in the career development of students and young professionals. Along that journey, I get to see the multitude of career opportunities available. We have to do a better job of spreading the word about the industry at a collegiate and high school level because the industry is ready!

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

GREATTI: By becoming more aware of what the next generation wants from an employer. There is an understanding that if the job doesn’t provide ample work life balance and our voices cannot be heard and appreciated, we will find an employer that is a better fit. A DE&I-centered focus is also important. We know our value and are motivated by more than just money. **SSN**

JOSHUA HILL, 29

Chief financial officer
Sentry Alarm



JOSHUA HILL, 29, is the chief financial officer of Sentry Alarm Systems, a third-generation family-owned and operated service provider of security alarms, fire alarms, fire sprinklers, video surveillance systems and access control systems throughout Northern California, Oregon, and Washington State based out of Monterey, Calif. Find

out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

HILL: I handle financial reporting, budgeting, acquisitions, internal review, compliance, and software.

SSN: What inspired you to pursue a career in the security industry?

HILL: The security industry has been a significant part of my family’s life for over 50 years. When I was given the opportunity to join the company in a financial role, I felt honored and inspired by the chance to contribute to our family’s legacy. My focus has been on ensuring the company’s financial stability and supporting its growth. It has been a pleasure to play a role in our continued success and to help position the company for a prosperous future in the industry.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

HILL: Being named a winner of SSN’s 40 under 40 is an incredibly exciting and humbling moment for me. I am truly grateful for the recognition, as it serves as validation of not only my own, but also my team’s hard work and dedication to the security industry.

The growth and success we have seen would not be possible without the team of accounting and administrative professionals that I have the pleasure of working with each day! Moving forward, I am excited to continue pushing the boundaries of what our company, Sentry, can achieve. I am eager to build upon the work that led to this recognition and remain committed to making a lasting, positive impact here at Sentry.

SSN: As a young leader, what appeals to you about the security industry?

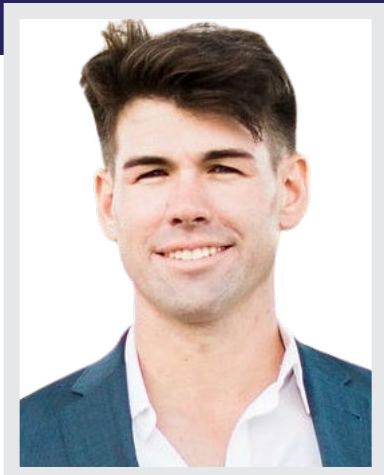
HILL: The security industry is particularly appealing to me due to its immense potential for growth and the opportunities it presents for continuous learning. As technology rapidly evolves and our reliance on it increases, so does the demand for innovative and effective security solutions. This dynamic landscape creates an environment where there is always something new to explore and adapt to. The industry’s potential for expansion and its importance in protecting businesses, governments, and individuals make it an exciting and fulfilling sector to be a part of.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

HILL: In today’s job market, top talent is seeking not only financial stability, but also opportunities for growth and meaningful work experiences. By focusing on these aspects, the security industry can successfully engage and retain the young talent it needs to navigate the post-pandemic landscape and continue to grow. **SSN**

RYAN JUCKETT, 32

Business development manager
Convergint



RYAN JUCKETT, 32, is the business development manager at Convergint, a global service-based systems integrator based out of Schaumburg, Ill. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him about

the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

JUCKETT: I was promoted to business development manager in July of 2022. My responsibilities include developing and executing Convergint’s cannabis business development strategy across all regions, effectively formalizing and building upon what I have focused on since late 2017. In my role I guide cannabis operators and Convergint colleagues working with cannabis operators in planning, designing, deploying, and maintaining security systems and programs, keeping them informed of best practices to ensure their facilities are the safest in the industry.

SSN: What inspired you to pursue a career in the security industry?

JUCKETT: Credit goes to my security industry veteran father-in-law for inspiring me to pursue a career in the industry. I was in tech sales when we were first getting to know each other and anytime there was a family dinner we’d be off on an island talking technology. It was fascinating to learn of all the ways technology is leveraged in the security industry and the role of the integrator. The opportunity to help businesses protect people, property, and information while improving business outcomes excited me, so I

made the jump and am so glad I did!

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

JUCKETT: It is a privilege and honor to be named a winner of SSN’s 40 under 40 alongside such a talented and diverse group of industry peers. The list is a great indication of the industry’s bright future.

SSN: As a young leader, what appeals to you about the security industry?

JUCKETT: As a young leader the security industry appeals to me on many levels. It plays to my strengths and natural tendencies very well. Each day is an opportunity to put my critical-thinking and problem-solving skills to the test while serving others for a greater good. I get a lot of fulfillment out of being someone customers and colleagues can depend on. The cannabis industry has been the primary focus of my security career, regulatory requirements add another level of pressure I have come to thrive under, and I find helping customers leverage their required security technology to improve business outcomes truly rewarding.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

JUCKETT: Building awareness is the first step and can be accomplished by offering internships, exhibiting at college career fairs, and partnering with technical schools. Evolving to appeal to what is important to today’s younger generation is crucial to recruiting and retaining talent, as well as offering competitive wages and benefits, opportunities for growth and advancement, flexibility to learn different areas of the business, a culture of inclusion and diversity that fosters a sense of belonging and purpose. I am fortunate to be a part of a forward-thinking organization that is taking action in all of these areas. **SSN**

RYAN LEITHEAD, 34

Senior sales manager of security business
Siemens



RYAN LEITHEAD, 34, is the senior sales manager of security business at Siemens, a technology company focused on industry, infrastructure, transport, and healthcare based out of Munich. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to

him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

LEITHEAD: I lead a strong and tenured team of sales and account managers in the fifth-largest Siemens security business in North America, with a team covering the Philadelphia metro area and suburbs, half of New Jersey, and the State of Delaware. I provide overall sales and business management of the branch security business with a strong partnership with my operations leadership team. I have been with Siemens for four years - three as a senior manager for fire and security construction sales and the past year in my current role.

SSN: What inspired you to pursue a career in the security industry?

LEITHEAD: With over 15 successful years in the fire/life safety industry with a smaller security company, I wanted to expand my knowledge with additional technology, and the security industry is very technology rich. Fire is very code driven, which I always enjoyed, but the technology advances in the security business are constant and keep me on my toes.

SSN: What does being named a winner of SSN’s 40 under 40

mean to you?

LEITHEAD: I learned about the award while I was in the middle of a family tragedy with the loss of our second newborn son this past December, and honestly the award was in the back of my mind at that time. Today, a few months later the recognition allows me to reflect on the success we can have even through dark times which I hope to share with my wife and son. I have dedicated much of my life to the life safety industry, which includes security, and the cause of keeping people safe is dear to me.

SSN: As a young leader, what appeals to you about the security industry?

LEITHEAD: Life safety and security has always been near and dear to me as it is an industry that is protecting people and property. The mission, regardless of company, is the same and that is to provide our customers with the best solutions to project what is most important. The advancements in technology keep the industry exciting and as a leader the industry provides constant growth opportunities for myself but more importantly for those that I lead.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

LEITHEAD: The industry is changing the type of talent for which we are searching. With so many advances in technology we need to show the younger generations there is an exciting future in the business, and the technology is ever advancing allowing them to grow with the business. The roles are changing, technicians are remotely servicing systems and need to be able to provide advanced technical solutions. With so many different opportunities (sales, operations, programming, engineering, leadership) we need to identify, foster, and advance new young talent and retain tenured talent to help us do just that. **SSN**

DR. CORY LOWE, 36

Senior research assistant
Loss Prevention Research Council



DR. CORY Lowe, 36, is the senior research scientist at the Loss Prevention Research Council (LPRC), a loss prevention/asset protection research organization combating theft, fraud, and violence based out of Gainesville, Fla. Find out what inspired him to pursue a career in the security industry, what

being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

LOWE: At the Loss Prevention Research Council, I lead the research team as we study various topics in loss prevention and crime prevention. I have been with the LPRC since early 2020.

SSN: What inspired you to pursue a career in the security industry?

LOWE: My family background inspired me to study crime. Several close members of my family have histories involving substance abuse and crime, and I wanted to understand why. I also wanted to understand how I could prevent others from experiencing the pain I have experienced because of crime and substance abuse. I also wanted to follow in my grandfather’s footsteps and build a legacy of doing something good in the world.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

LOWE: Winning SSN’s 40 under 40 means that someone noticed the amazing things we are doing as a team at the Loss Prevention Research Council. I probably would not have been nominated if I wasn’t working with such an amazing team.

SSN: As a young leader, what appeals to you about the security industry?

LOWE: The security industry is appealing for a few reasons. First, there is a lot the industry needs to learn - this gives me a lot to do

as a researcher. Second, everyone in the industry is dedicated to the common mission of protecting vulnerable people and places - I appreciate being able to work with so many people who are driven by the same positive goal. Third, most activities that we recognize as good would be impossible without the work of the security industry.

Security is of fundamental importance to the functioning of a free society; security produces stable and predictable contexts in which students can learn, parents can buy groceries, grandparents can take their grandkids to a baseball game, and everything else we get to do because we live in a relatively safe and secure society. It often feels like American society takes some of this security for granted, so the industry is more important than ever. Selfishly, I want to do the same things with my grandkids that I did with my grandfather.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

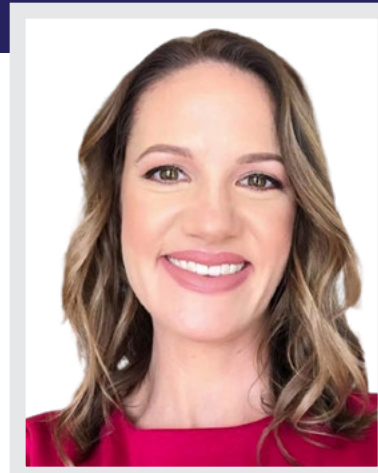
LOWE: Target low-level employees with grit and a head on their shoulders that are already working in the industries you serve. Most young people do not know about all of the opportunities in the security industry, and many of the brightest minds I have encountered started at relatively low positions. For example, many in retail loss prevention worked their way up from store positions, and many only pursued higher education once they had established their careers.

I dropped out of the first college I attended because of family issues, and I only went back because I felt like I couldn’t make something of myself without a piece of paper. I ended up getting every piece of paper from an associate degree to a Ph.D. All of that time could have been spent learning practical skills on the job.

College enrollment is declining, and, in my experience, college degrees are a poor indicator of competence. In fact, even a 4.0 GPA doesn’t mean much because of declining standards and grade inflation. So, as an industry, we are going to have to focus on identifying young talent already in the workforce and then investing in them by training them. **SSN**

LINDSAY MAHL, 39

Co-owner
ABC Fire & Burglar Alarm



LINDSAY MAHL, 39, is the co-owner of ABC Fire & Burglar Alarm, a provider of alarm monitoring services, alarm systems, smart home systems and security cameras throughout the New Orleans metropolitan area based out of Kenner, La. Find out what inspired her to pursue a career in the security industry, what

being a “40 under 40” winner means to her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

MAHL: I am the co-owner of ABC Fire & Burglar Alarm and have been in the industry for 17 years. As the co-owner, I am involved in every key decision of the business – sales, marketing, operations, service, installation, accounting, etc. It is my goal to ensure all systems of the business are operating as efficiently as possible. Our mission at ABC is to provide the latest technology at affordable prices with affordable monitoring and unbeatable local service. As owners, my husband and I strive to provide an environment for our team that is family oriented and a place where they can grow and learn both professionally and personally.

SSN: What inspired you to pursue a career in the security industry?

MAHL: My husband grew up in the industry. I had a background of sales, marketing & advertising. At the beginning of our rela-

tionship, 19 years ago, Hurricane Katrina hit our beloved city, New Orleans. If you ever met a New Orleanian, you know we are resilient. From that point forward, we were determined to help rebuild our city and our communities by providing a service that was essential in helping to protect families and businesses that were rebuilding.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

MAHL: Being named a winner of 40 under 40 is an honor to be recognized by my peers. I usually try to fly under the radar and simply focus on ABC, my team and my family. Being recognized as a winner highlights my personal achievements, as well as spotlights women in the industry and female owners in the industry.

SSN: As a young leader, what appeals to you about the security industry?

MAHL: One aspect that appeals to me is the ever-changing technology and continued education on new technology. This industry is constantly moving forward and evolving. Another appeal is the fact that we get to protect our community and provide a service that impacts their daily life with video, security, automation, monitoring and life safety.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

MAHL: Being able to recruit young talent is the key to the continued success of any industry. We are actually in the process of brainstorming how we can partner with local and national associations, as well as vocational schools, to offer an internship program to develop the next generation for the security industry. **SSN**

ELISHA MCARTER, 38

Sales and marketing manager
AE Security



ELISHA MCARTER, 38, is the sales and marketing manager at AE Security, a security company that designs, installs, and monitors custom security solutions for commercial and residential spaces based out of Calgary, Alberta, Canada. Find out what inspired her to pursue a career in the security

industry, what being a “40 under 40” winner means to her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

MCARTER: I work with our sales team to increase their sales, develop skills and product awareness. The other main portion of my role is marketing, in which we mainly focus on branding. As a business partner I also work with my partners to improve efficiency and new product alignment. AE Security started in 1983 by my father, Randy Larkam, so my tenure goes all the way back to childhood folding newsletters to summer jobs at AE Security in customer service and into a sales role once I had graduated college 16 years ago.

SSN: What inspired you to pursue a career in the security industry?

MCARTER: My father. He started AE Security in 1983 and built it up from nothing. His dedication, honesty, and genuine belief in the industry inspired me to always be the best and most trusted person

and company. I always wanted to help people and what better way than protecting families and their business.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

MCARTER: It gives me a sense of pride having been in this industry for most of my adult life, and to see the changes in the industry and myself. It feels very special considering the other names on this list and being a female in what was a largely male dominant industry to seeing the many more amazing women in technology.

SSN: As a young leader, what appeals to you about the security industry?

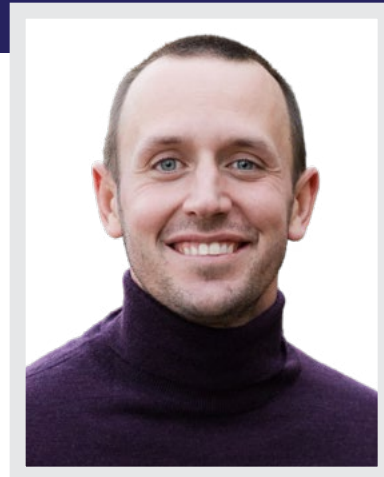
MCARTER: I believe in the heart and integrity of the security world, which is especially important in this industry. It's all about protection of people, families, homes, and businesses. No application is the same, and finding solutions for unique situations is our company's focus. Staying on the cutting edge of technology in an ever-changing industry is what appeals to me about the security industry.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

MCARTER: I think it's important to showcase the incredible technology available now. Youth with an interest in new technology who want to face new challenges daily would be at home in this industry. The younger demographic has been exposed to technology their entire lives so it's helpful to see how they utilize it in their day to day. The constant innovation and growth in the security industry provides ample opportunity for youth with an innovative spirit. **SSN**

TAYLOR MCKINNEY, 34

Chief operating officer
Alcom Security



TAYLOR MCKINNEY, 34, is the chief operating officer at Alcom Security, a security company that designs, installs and monitors security systems for thousands of homes, businesses and multi-site retail chains across Oklahoma, Kansas, Texas, and Missouri based out of Oklahoma City, Okla. Find

out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

MCKINNEY: My current role is to oversee the sales, installation, service, and administration of Alcom Security Systems. I have been working for this company for 12 years.

SSN: What inspired you to pursue a career in the security industry?

MCKINNEY: Growing up I was able to witness my father's passion for helping people with their security needs. I am a highly competitive individual who enjoys helping people and creating solutions to protect homes and businesses. It is important for me to understand each customer's needs and provide them with a

service that the larger companies just can't provide.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

MCKINNEY: It is an honor to receive the award. I'm happy to be seen as a valuable member of the security industry and appreciate this recognition from my peers. The award motivates me to continue to work hard. I have to thank my father who gave me an opportunity 12 years ago to continue the legacy of our company and to deliver personalized service to each one of our customers.

SSN: As a young leader, what appeals to you about the security industry?

MCKINNEY: I enjoy learning new technologies and working with manufacturers, law enforcement, and monitoring stations to provide the quickest alarm response. We have been a reactive industry for many years, and with the advancement of technology we can now offer solutions that prevent crime rather than detect it. With this solution we are able to minimize false alarms, speed up police response, reduce crime, and protect families.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

MCKINNEY: We need to develop a trade school program similar to plumbers and electricians in order to educate individuals regarding the security industry. Along with education, companies should develop compensation packages that align with other professional service industries while creating programs that compensate existing employees. **SSN**



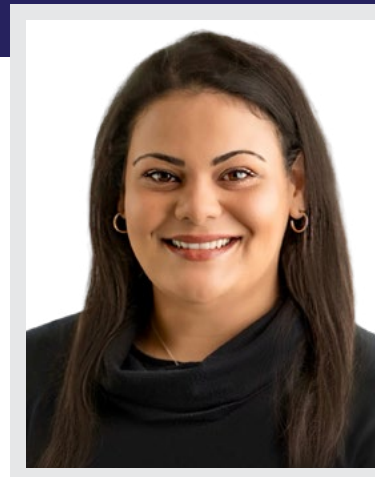
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JAINA MEHTA, 28

Principal security consultant
Capital One



JAINA MEHTA, 28, is a principal security consultant at Capital One, an American bank holding company specializing in credit cards, auto loans, banking, and savings accounts based out of McLean, Va. Find out what inspired her to pursue a career in the security industry, what being a “40 under 40” winner means to

her, what appeals to her about the security industry, and more. Not being a U.S. citizen, government positions were off the table. I feel incredibly lucky to have discovered the corporate security space; it feels like the place I was always meant to be.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

MEHTA: It wasn't too long ago that I was having zero luck in my efforts to break into this industry. Now here I am, just a few years later, being honored on SSN's 40 under 40 list! It's an unbelievable honor, and it means a lot to me. I find a lot of purpose and joy in what I do, and try to measure my success against myself, by reaching individualized goals and milestones. However, it's always encouraging to receive what feels like external confirmation that I'm moving in the right direction.

her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

MEHTA: In my current role, I work in intelligence and travel security. My responsibilities cover both tactical and strategic intelligence, which includes writing short-form alerts and longer-form assessments and reports. In the travel security realm, I monitor political, socio-cultural, and economic trends across our global footprint, and help provide pre-trip briefings to associates who are planning international, business-related travel. I love that my team works closely with our GSOC. Before stepping into my current position, I worked on the operations side, as a GSOC supervisor. I'm thankful for the unique perspectives both of these roles have given me!

SSN: What inspired you to pursue a career in the security industry?

MEHTA: I've wanted to pursue a career in security since I was 10 years old, when the 7/7 bombings took place in London, my hometown. Originally, I had planned to join the British Royal Air Force and became involved in the RAF Air Cadets (402 Squadron) as a teenager (it's similar to J-ROTC here in the United States). When I moved to Virginia during high school, that dream faded away. I decided to study global security at both undergraduate and graduate levels, without a clear idea of what my next step would be.

SSN: As a young leader, what appeals to you about the security industry?

MEHTA: Working in security is meaningful and impactful; there is so much good that we do and can do. Personally, I'm most proud of performing work that helps ensure the safety of people. I'm also in awe of how welcoming and supportive colleagues have been since I entered the industry; there's truly a sense of comradery amongst security professionals.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

MEHTA: As an industry, we can do a better job of welcoming individuals with non-traditional backgrounds into various security roles. Many of the skills needed to succeed are transferable from other industries or can be taught if someone has a willingness to learn. I think there is a lot of untapped talent in some of Security's contracted partners; I would love to see more people be given the chance to develop their career whilst helping to serve business needs. Embracing change is also crucial, as is allowing young professionals to be the change-makers. In just a few years I've seen our industry progress in terms of DEI awareness and implementation. We must continue moving forward with this work. **SSN**

Congratulations, Veronica!

“ It feels good to be behind a business that provides peace of mind and protects our customers daily. There is nothing more important than being a part of a team that is focused on improving the experience of our customers when they need us most. ”



Congratulations to our Senior Vice President of Customer Experience, *Veronica Moturi*, for being selected as one of *Security Systems News* “40 under 40” winners! We are extremely proud of her accomplishment and look forward to continuing to see her determination and leadership drive Brinks Home™ into the future.

Did you know we offer **Flexible Partner Programs** for security dealers, sales representatives, and service companies?

Benefits include:

- Customized Solutions
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Brinks Home's Premium Range of Products



BRINKSHOME™

Brinks Home is one of the largest home security and alarm monitoring companies in North America. Headquartered in the Dallas-Fort Worth area, Brinks Home provides best-in-class protection to over 1 million people through smart home security solutions backed by expertly trained professionals and an award-winning Alarm Response Center. The company has one of North America's largest networks of independent authorized dealers and agents—providing products and support to customers in the U.S. and Puerto Rico—as well as professionally installed products and 24/7 monitoring.

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VERONICA MOTURI, 36

Senior vice president of customer experience
Brinks Home



VERONICA MOTURI, 36, is the senior vice president of customer experience at Brinks Home, one of the largest smart home security providers in the U.S., based out of Dallas. Find out what inspired her to pursue a career in the security industry, what being a “40 under 40” winner means to her, what appeals to her

about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

MOTURI: I started as a customer service phone representative in the home security industry in 2010. In 2012, I joined Brinks Home as a manager of consumer affairs and I'm now the senior vice president of customer experience. My position focuses on transforming the customer support call center through universal agents, career pathing, and learning effectiveness through technology. Outside of these responsibilities, I'm also a sponsor for our Women of the Workplace employee resource group which empowers change against gender-based obstacles while building a safe, strong, and inclusive community within our organization and beyond. I'm an experienced executive in customer strategy and my role allows me to execute initiatives to improve the company's customer lifetime value and customer experience and helps me lead a highly effective team.

SSN: What inspired you to pursue a career in the security industry?

MOTURI: When my husband and I moved back from El Paso, I needed a job. I looked in the paper and found that Broadview was hiring a customer service agent. I got hired making \$13.00 an hour and chose to stay in the industry, grow in my career, and grew to where I am today. I chose to stay in the industry, and ultimately with Brinks Home because it feels good to be behind a business that provides peace of mind and protects our customers daily. There is nothing more important than that and being a part of a team that is focused on improving the experience of our customers when they need us most.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

MOTURI: Some of my peers at Brinks Home went to Ivy League schools, but being able to win something like this, without that

caliber of an alma mater, and to do it my own way, means the world to me. I have been able to climb from a frontline representative to manager of consumer affairs to senior vice president of customer experience in only 10 years with Brinks Home.

In my role, I work hard to step back and create foundations that not only everyone can build on but can also improve on. It has been rewarding to evolve as a leader and develop new strategies while also empowering and mentoring my team to achieve both professional and personal success. As a young leader, seeing and supporting my team to achieve our company goals while also achieving milestones in their personal lives has been such an amazing and humbling experience. This proves to my direct reports, other leaders that I mentor, and even children that when you dedicate yourself to something, there is nothing that you can't do regardless of the circumstances.

SSN: As a young leader, what appeals to you about the security industry?

MOTURI: The way the industry is evolving. It's interesting to see how we are now competing with players like SimpliSafe and Google that were not part of the security industry previously, and how that has encouraged us to level up our efforts. Compared to industry standards for old, traditional-style security, it is growing into home automation and changing today's market. At Brinks Home there is never a moment of complacency due to the unlimited opportunity to grow and improve throughout the business. I have a core team that has been with me for the last 10 years, so still seeing them evolve has been rewarding.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

MOTURI: We need to create relatable onboarding strategies that focus on engaging new and potential employees. If a candidate loses interest or gets bored with your company, they are not afraid to hop onto the next location.

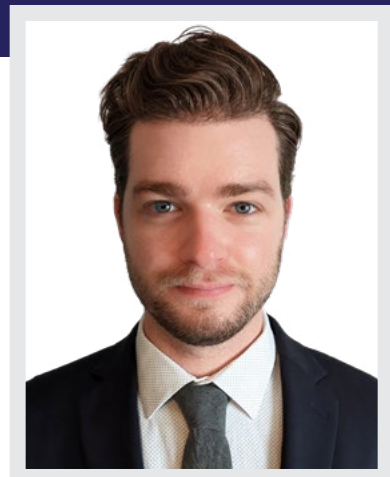
We are working to create new ways to shift from the traditional “boring textbook” onboarding of the past and replacing it with hands-on strategies that allow new team members to quickly finish training and start their positions. My goal is to teach others to build on certain skill sets that aren't really in the books and give them the push to develop confidence to grow and evolve in their position.

I'm passionate about team environments where I'm able to build leaders. I love teaching others conflict management, because that's where a lot of leaders get reserved and they're not able to build that skill set. **SSN**



MICHAEL NEWSOME, 29

Associate consultant
Butchko



MICHAEL NEWSOME, 29, is an associate consultant at Butchko, a designer of converged physical and cybersecurity solutions that safeguards assets, mitigates risks, and delivers sustainable business value based out of Houston. Find out what inspired him to pursue a career in the security industry, what

being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

NEWSOME: Simply put, I create solutions that solve problems. Knowing that our solutions make people safer and organizations more secure is an extra bonus. Being a security professional requires a variety of technical skills and specialized knowledge, but at the end of the project none of the details matter if the expectations and success criteria are not met. The resolution of a camera is meaningless if it is looking in the wrong direction to begin with. Our job to meet the needs of our clients is to ensure at every step that our solution’s intent is properly captured, designed, implemented, operated, and maintained.

SSN: What inspired you to pursue a career in the security industry?

NEWSOME: Like most, I fell into the security world by circumstance. I was enrolled in a college course for CAD [computer-aided drafting] as part of my mechanical engineering major and my professor offered me a drafting job that happened to be for physical security with Benjamin Butchko. I later switched majors to com-

puter information systems but kept the job. I have been taking on more responsibility ever since.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

NEWSOME: Being nominated and recognized by SSN is such an honor. I am surrounded by a talented group of peers who challenge each other to do more and be better. There is so much to learn, and I feel that I have just barely scratched the surface.

SSN: As a young leader, what appeals to you about the security industry?

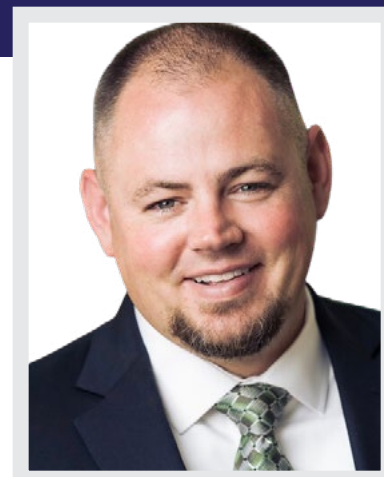
NEWSOME: Security is typically known to lag behind other industries in terms of innovation with slow adoption of new ideas. More and more the gap is closing. Now security is on the cutting edge of technologies with the help of IP, cloud computing, sensors, analytics, and AI. It is astounding to see the progress that has been made in my short tenure and the new possibilities that were once impossible. We are entering a new era of security solutions where the lines between physical and cyber are blurred, and the walls between traditional departmental silos of security, operations, and safety are being torn down. It’s a very exciting time.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

NEWSOME: This is a complex issue that has existed long before COVID and cannot be pinpointed to one singular factor. Security (cyber aside) is rarely someone’s first choice in a career path. Part of this is a recent stigma against trades in favor of college education, but more importantly it is due to lack of optics. The industry, with the help of leadership communities such as SIA and ASIS, must place heavy emphasis on advertising and marketing to young individuals entering the workforce that security is not only a potential option for their future, but an attractive option. **SSN**

ROB OLDHAM, 40

Vice president of sales
Stone Security



ROB OLDHAM, 40, is the vice president of sales at Stone Security, a provider of network-based surveillance, access control and intrusion systems based out of Salt Lake City. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him

about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

OLDHAM: I lead the sales efforts and our amazing account management team within the Stone Security organization.

SSN: What inspired you to pursue a career in the security industry?

OLDHAM: At a young age, my grandfather had his truck stolen. He didn’t have much in a financial sense, he worked his entire life for the Navy, and when his vehicle was stolen out of his driveway, It impacted me to the core that this world had people that would just take from others whatever they want, i wanted to change that.

Later, I joined the United States Army, learned a set of skills that I wanted to hone. I have gained an immense respect for what the USA represents and the freedoms we enjoy. I am passionate about making a difference in the world and this is my way of doing it.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

OLDHAM: I am grateful and honored for the recognition. I’m proud to be among and learn from talented and hardworking practitioners.

SSN: As a young leader, what appeals to you about the security industry?

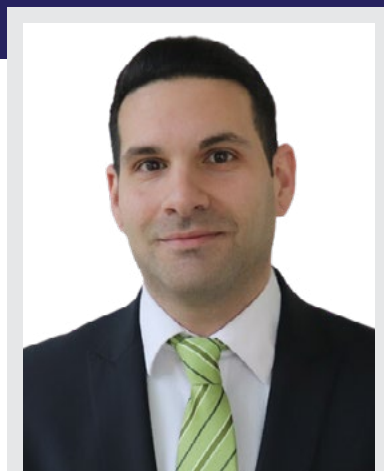
OLDHAM: It is dynamic. Every day is different and new, always an adventure, always a challenge. I never feel as if this is a job or a career. I enjoy meeting new people and learning more about them. I love the technology and combating security threats as they evolve. I love working in teams, and in this industry, we succeed when we work together as one.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

OLDHAM: Security is fun. We really have an interesting and dynamic industry with tons of room to grow and excel, so many opportunities to make a positive impact on this world. **SSN**

ESTEBAN PASTOR, 39

Senior product manager
ZKTeco USA



ESTEBAN PASTOR, 39, is the senior product manager at ZKTeco USA, a security manufacturer of access control, biometrics, turnstiles, x-ray baggage detection, metal detectors, and more based out of Alpharetta, Ga. Find out what inspired him to pursue a career in the security industry, what

being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

PASTOR: As the senior product manager, I focus mostly on our access control division, but this also includes any devices, software, or solutions that they can be applied to. I oversee R&D teams throughout the globe to develop and implement new solutions for the security industry. I am also responsible for working with and finding integration partners to find new verticals of where security can be enhanced. I started with ZKTeco USA seven years ago and it's been one of the best learning and growth experiences of my life.

SSN: What inspired you to pursue a career in the security industry?

PASTOR: I was always interested in technology, especially computers. I grew up in the age where computers were starting to become more accessible to the masses and fell in love with them. I knew immediately I wanted to do something involving any type of technology. Initially I wanted to be a musician, but that doesn't always pan out, so it was time to get a real job! At first working with ZKTeco was just a job, but I immediately fell in love with the security industry, and I dove head-first into it and have never looked

back! Of course, I wouldn't be at this stage without the amazing mentors and leaders that we have in our company. They are a huge part of why I love this job so much.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

PASTOR: It means a lot more to me than most people would think. It's an honor, it's being recognized, it's an achievement. But most of all its validation - self-validation that I've done something or have been a part of something that has been worth all the long hours and dedication.

SSN: As a young leader, what appeals to you about the security industry?

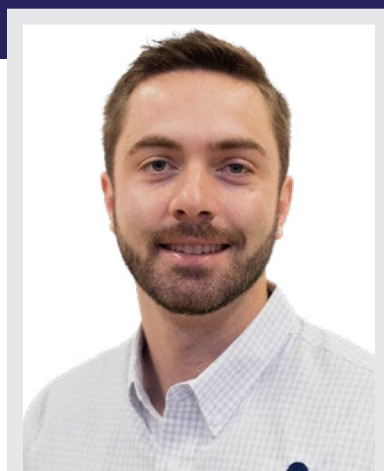
PASTOR: For me, the most appealing part is always going to be the technology and where it's headed. The last few years we've seen the security industry grow into so much more than just who is allowed to enter a door. Now it's standard to have video surveillance, visitor management and the additional options brought on by the Prop-tech boom. Even the ways we enter doors and technology used to do so has gone from basic cards/pins to biometrics, Bluetooth, NFC. I'm excited to see and be a part of what is next!

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

PASTOR: There are a lot of initiatives currently in place, especially by some of the industry associations. There is FAST which has really taken a huge step over the last year. SIA has the RISE community which I belong to, and I am also a member of its steering committee. Our main focus is to do just that. Whether we are hosting virtual & in-person networking events, offering educational courses, tips & tricks for navigating the security industry, and most importantly support. Young talent needs to be able to see that there is opportunity in the industry and to see younger professionals achieving success so they can be excited about their future. **SSN**

BEN PURCELL, 30

Director of operations
Silent Guard



BEN PURCELL, 30, is the director of operations at Silent Guard, a security and investigations company that specializes in designing, installing, servicing, and monitoring residential security systems in Kentucky, Tennessee, and Indiana based out of Somerset, Ky. Find out what inspired him to pursue a career in the security

industry, what being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

PURCELL: I began my career at Silent Guard in 2018 as a sales & system design specialist. Being totally green to the security industry at the time, I quickly realized the industry had me hooked. After three years of designing & selling systems, when the opportunity presented itself to be more involved on the operations side, I felt I was ready to take on the challenge. In my current role, I am working closely with our installation, service, and sales teams ensuring they have the tools they need to be successful and supporting them to the best of my ability. I also work closely with our product and technology partners, trying to ensure Silent Guard is always at the forefront of our ever-changing industry.

SSN: What inspired you to pursue a career in the security industry?

PURCELL: I actually approached the owners of Silent Guard, Dwight and Barbara Sears, asking them if they knew of anyone in the area that may be hiring, as I was looking to make a career change. I had no intentions of working at Silent Guard when I approached them. I have known the Sears family my entire life, so when Dwight called me to come to their office, I didn't think anything of it. Next thing I knew, they were offering me a spot on

the Silent Guard team. Through prayer and careful consideration, I decided to take them up on the offer. Both parties took a leap of faith, and I can confidently say it was one of the best decisions I've ever made. The security industry has taken me in and molded me into the person I am today, and for that I'll forever be grateful, and I look forward to what's to come.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

PURCELL: Being considered and named a winner of the SSN's 40 under 40, from a business and professional standpoint, is the thing I'm most proud of to date. Silent Guard has now produced three 40 under 40 winners, which I believe speaks volumes to the Sears family and what they have been able to build and grow here in Kentucky. I'm just grateful to be a part of it and help with our continued success and growth.

SSN: As a young leader, what appeals to you about the security industry?

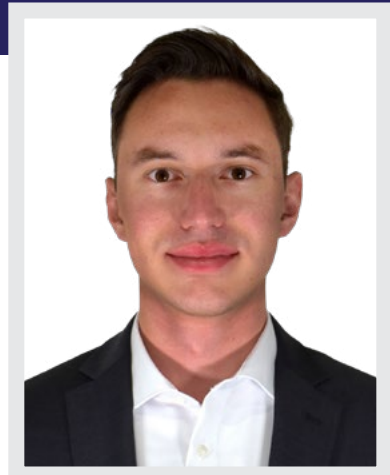
PURCELL: The constant, often mind-blowing advancements in technology is what appeals to me most about this business. The security industry is always changing, progressing, and finding more efficient ways to keep people, properties, and assets safe. It's sometimes difficult to implement change, but we have a duty to the people we serve to offer them the most up-to-date technology and services we can. To be a successful young leader in the security industry, we have to be constantly improving and learning, which makes coming to work every day exciting and fulfilling.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

PURCELL: Silent Guard has had great success working with our local technical school and offering internships to students that are interested in learning more about the security industry. This gives the students the opportunity to see if our industry is something they want to pursue a career in, while also helping Silent Guard manage our installation and service load. **SSN**

ETHAN REELEY, 25

Senior security project manager
Microsoft



ETHAN REELEY, 25, is a senior security project manager at Microsoft, a technology/software development company based out of Redmond, Wash. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him about

the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

REELEY: As a senior security project manager, I deliver hyperscale datacenter security systems across the East Coast, as well as supporting project delivery in Latin America. Additionally, I support program development with the project delivery team in North and South America. My day-to-day responsibilities include managing a portfolio of in-flight projects across several metropolitan areas, looking future forward to provide insight into projects in the design phase, and supporting operations partners in our production environments.

SSN: What inspired you to pursue a career in the security industry?

REELEY: My grandfather, father, and stepmom all have worked in the security industry, so it only seemed natural that I would give it a shot. As a teenager, I worked summers in the warehouse of the company my father worked for, and after graduating high school, the summer job became a full-time position as an assistant technician in the field. I became obsessed with improving myself as a leader and learning from others more experienced than me. Over

time, my leadership skills, attention to detail, and growth mindset led to a role managing projects.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

REELEY: I'm honored to have my hard work and ambition recognized, as well as to be given visibility across the global security industry. This is an exciting opportunity to network with security experts that I may not have had the opportunity otherwise! Additionally, I've had the opportunity to be a mentor for peers and up and coming security professionals and look forward to giving back to the industry further.

SSN: As a young leader, what appeals to you about the security industry?

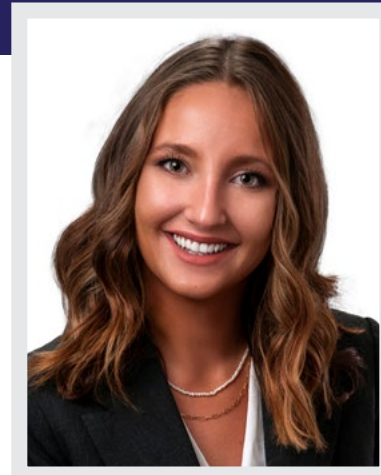
REELEY: The security industry has always been exciting and impactful to me. It's a global industry, and I've had the opportunity to work across three different continents. Exposure to working within different cultures has guided my evolution into a dynamic leader and heightened my inclusivity skill set. Additionally, with a wide range of career paths in the industry, I've been able to work in both technical roles and management roles increasing the opportunity for career advancement.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

REELEY: There are a few things that are important in engaging young talent. It's vital that the culture and perception of the security industry being masculine dominate change by recruiting talent from diverse backgrounds. Highlighting the crucial role that security plays in our society by leveraging social media platforms will bring further engagement with young talent. Mentorship and networking opportunities will also help encourage young talent to join the industry and begin advancing their careers. **SSN**

TAYLOR REILLY, 29

Account manager
Rapid Response Monitoring



TAYLOR REILLY, 29, is an account manager at Rapid Response Monitoring, a provider of professional monitoring services for independent alarm dealers, commercial fire integrators, medical & life safety providers, and smart home innovators based out of Syracuse, N.Y. Find out what inspired her

to pursue a career in the security industry, what being a “40 under 40” winner means to her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

REILLY: As the account manager for the West Region at Rapid Response, I support our dealers by empowering them to maximize the potential of our partnership, driving business growth, and ensuring their utmost satisfaction with our services. I'm proud to have joined #TeamRapid a year ago. It has been the busiest, and best year of my career, and I have spent the time learning every single day. Being a part of this industry and team is truly rewarding. I am eager to continue nurturing strong, long-term relationships with our dealers and to be an active and reliable resource for business growth.

SSN: What inspired you to pursue a career in the security industry?

REILLY: Well, that's an easy one! Both my mom and aunt have been in the low voltage industry for over 30 years. My mom started in 1991, following in my aunt's footsteps who started in the late 1970s. Being a child of a young single mom, I spent a lot of time with her in the office. Once I finished my homework after school, her warehouse manager would keep me busy with various tasks such as gathering miscellaneous parts and screws for job orders he was working on or organizing the service techs' packets for their scheduled morning routes.

Now that I'm at Rapid Response, it's funny to think back to my 11-year-old self, listening to my CD player while I filed central station reports. I had no idea I'd be here 20 years later. Looking back, I'm extremely grateful for the exposure those years gave me to the business.

After college, I worked as an analyst with a valuation and consulting firm in New England. When I decided to move home to San Diego, I took on a short-term consulting project with a commercial systems integrator that was prepping for sale. Due to my deeply rooted childhood curiosity, what I had initially thought would be a two-quarter long project to work on while I looked for a position at a local firm, quickly turned into a passion and what I now plan to call a lifelong career. My next job was in the security acquisitions space, where I worked until I made the transition to the professional monitoring space last summer. I feel like I've really found my place in this industry. I am learning every day and am excited for what the future holds.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

REILLY: I am immensely honored to be recognized and grateful to all the incredible role models and mentors who have guided and inspired me. This award not only fuels my determination and commitment to this field, but also motivates me to pay it forward by supporting and uplifting the next generation of aspiring professionals. I am truly humbled and deeply thankful.

SSN: As a young leader, what appeals to you about the security industry?

REILLY: We make a difference every day. It's that simple when you think about it. Our industry is made up of amazing professionals that are constantly looking for the next great way to safeguard and serve our customers. In the professional monitoring arena, we are there for customers in their time of need. Our response saves (and changes) lives every day. That's the greatest reward of all.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

REILLY: I think outreach and education are key factors to showcase the countless opportunities available in our technology-driven industry. This industry offers diverse and rewarding career pathways many may not know about. They are very appealing to individuals with varying interests and skill sets. As security professionals, we hold a vital role in safeguarding people, assets, and sensitive information. I know that is what appealed to me. Young leaders want to make a meaningful impact in their work. We can empower these future professionals to make a positive difference in the world by joining us to protect lives and property and serve society as a whole. **SSN**

HECTOR RODRIGUEZ, 37

District manager
Brosnan Risk Consultants



HECTOR RODRIGUEZ, 37, is a district manager for Brosnan Risk Consultants, a full-service protective, investigative and intelligence firm to a global network of clients based out of Pearl River, N.Y. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40”

winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

RODRIGUEZ: I oversee the security operations in the following markets: Jacksonville, Orlando, Tampa, Fort Myers. The markets include over 50 different sites and 200-plus security officers. I oversee the overall efforts of four operations managers and 12 site supervisors. I've been in this role since 2020.

SSN: What inspired you to pursue a career in the security industry?

RODRIGUEZ: Security is a field I fell in love with at the age of 19. I utilized my size to penetrate the industry, but grew to love this industry because of the atmosphere, the constant need to be alert and the comradery built with others in the field. I started as

a bouncer in nightclubs and worked in NYC at over 15 different nightclubs over the next 14 years. I moved to Florida in 2018 and continued in the field and started my role in 2020. I am in the executive protection field as well and work regularly with a major hip hop artist.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

RODRIGUEZ: What an honor. I was surprised to be recognized. It's an amazing thing to know my name will be linked with others in the field that are excelling and growing this industry. The future is bright for us all.

SSN: As a young leader, what appeals to you about the security industry?

RODRIGUEZ: I love the comradery. I enjoy learning different techniques and strategies that other security professionals are implementing and sharing my own for others to parse.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

RODRIGUEZ: I believe we have to make the security field a potential lifelong career option. I feel young talent don't see the field as a long-term option, more of a second job or temporary career choice until something else opens up. So, making the field more attractive by increasing wages, providing more benefits, and making career advancement a hot topic so talent can strive to better themselves. **SSN**

LAURA ROSE, 36

Vice president of marketing
Securitas Technology



LAURA ROSE, 36, is the VP of marketing at Securitas Technology, a provider of integrated security solutions that protect, connect, and optimize businesses of all types and sizes based out of Uniontown, Ohio. Find out what inspired her to pursue a career in the security industry, what being a “40 under 40” winner means to

her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

ROSE: Since entering the life safety and security industry 10 years ago, I've been responsible for developing go-to-market strategies and building marketing teams to deliver commercial growth for the businesses I've served. Over the past four years at STANLEY Security, now Securitas Technology, I helped to digitize our marketing function, transform our digital client experiences, and drive commercial impact across all key regions globally. In my current role at Securitas Technology, I have the unique privilege of helping to build and launch our new brand and establishing the go-to-market strategy for one of the largest global security integrators in the industry.

SSN: What inspired you to pursue a career in the security industry?

ROSE: I love finding creative solutions to recurring problems. In today's environment of uncertainty in our evolving global world, I feel incredibly fortunate to be a part of the solution. I love being a part of an organization that has thousands of people who wake up

every day to help make the world a safer place.

SSN: What does being named a winner of SSN's 40 under 40 mean to you?

ROSE: As a female executive and a mom to four young kids, I hope this award gives others the inspiration they need to pursue their career aspirations without compromising their personal goals or values.

SSN: As a young leader, what appeals to you about the security industry?

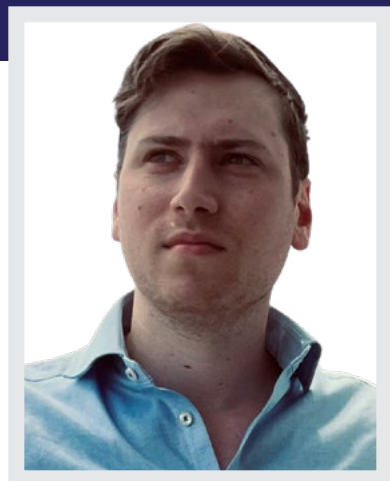
ROSE: There are two elements I hold with the utmost value: purpose and opportunity. We spend the majority of our lives at work. I want to make sure the work I'm doing has purpose and meaning. Working in the security industry means I get to join forces with thousands around the world with the sole purpose of helping to make the world a safer place. I'm also a builder. I want to problem-solve and use creativity and innovation to make things better. The security industry affords me both. We are in an industry ripe for disruption. The strategies that worked last year aren't necessarily the same strategies that are going to help us grow. To me, that is beyond exciting!

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

ROSE: One of the most admirable things about millennials and our younger generations is their eagerness to make a difference in the world and to find purpose in their work. The security industry is primed and ready to be a space for our younger generations to make an impact. We come to work every day to help make the world a safer place and we use technology and innovation to accomplish our goals. We have all the right ingredients to be the leading industry in recruiting young talent. **SSN**

SIMON SCHWAB, 29

Director of business development
Care Security Systems



SIMON SCHWAB, 29, is the director of business development at Care Security Systems, a woman-owned business that provides high-level integrated security systems to a wide range of organizations throughout the nation, as well as international locations based out of Montebello,

N.Y. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

SCHWAB: I oversee our entire national sales organization and am responsible for identifying and pursuing business

opportunities, developing and implementing strategic plans, building and maintaining relationships with clients and stakeholders, and managing a team to achieve business goals.

SSN: What inspired you to pursue a career in the security industry?

SCHWAB: It’s a family business, and after graduating with an MBA, I entered into the business.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

SCHWAB: It’s a great honor to be a part of the best of the best!

SSN: As a young leader, what appeals to you about the security industry?

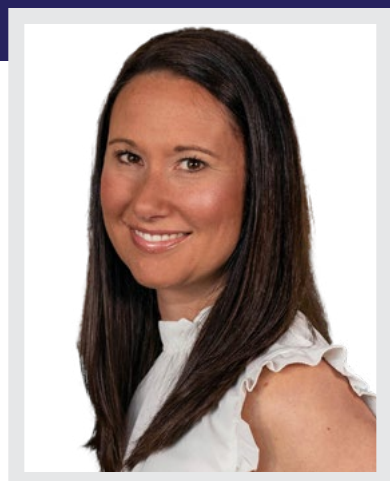
SCHWAB: We really do make a difference by enabling our teams to be innovative and be cutting-edge with everything we do.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

SCHWAB: That’s a loaded question here. There are many ways - too many to list here. **SSN**

ALIANA STEINBUGL, 39

Directory of physical security
Penn State University



ALIANA STEINBUGL, 39, is the director of physical security at Penn State University, a major, public, research university serving Pennsylvania and the global community based out of State College, Pa. Find out what inspired her to pursue a career in the security industry, what being a “40 under 40” winner means to

her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

STEINBUGL: To direct and manage physical security and life safety services to The Pennsylvania State University community consistent with the university’s mission, culture, and resources in order to facilitate a “safer and more secure university.” Units charge includes providing in-house subject matter expertise and oversight for overall physical security. Implementation includes, but is not limited to, mechanical/electronic access controls, perimeter protection, surveillance, electronic security, and other life safety measures.

SSN: What inspired you to pursue a career in the security industry?

STEINBUGL: I take the safety and security of the students at our university very seriously. It is a huge responsibility, and the students are counting on our team and me to be successful for them. This

responsibility inspires me every day in our pursuit of success.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

STEINBUGL: This is a true honor and privilege to be named a winner of SSN 40 under 40. Humbly, this award is a testament to the amazing team of physical security professionals I work with daily to accomplish our mission. This team has moved mountains in the last three years by improving our access control software, video management software, and recording hardware, while also taking on the world’s largest installation of electronic locks. I am so grateful to support these professionals and receive my leadership support of our program at Penn State.

SSN: As a young leader, what appeals to you about the security industry?

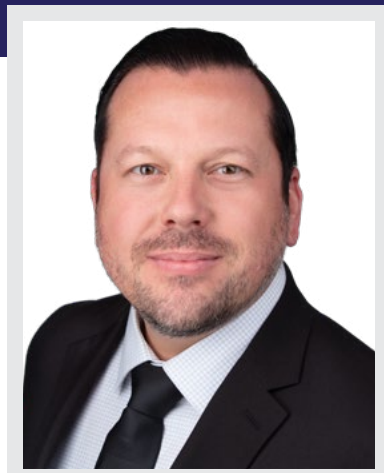
STEINBUGL: The security industry is a fast-moving industry and always changing. While this is a challenge, it is also very appealing to continually be motivated by looking for the best fit for my institution.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

STEINBUGL: Thankfully at my institution, we have not been faced with this challenge. That said, I feel it takes leaders who are willing to mentor individuals who may be in IT, law enforcement, or facility management to embrace security attributes as part of their work. Mentoring has been a huge success for me, and I will be forever grateful for the mentors I’ve had over my tenure at Penn State. **SSN**

JOHNNY STORMS, 39

VP, strategic solutions and projects
Global Guardian Asset Security



JOHNNY STORMS, 39, is the vice president, strategic solutions and projects at Global Guardian Asset Security, a provider of international medical and security services for corporate and family travelers based out of McLean, Va. Find out what inspired him to pursue a career in the security industry, what being a “40

under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

STORMS: My core role is to lead the operations team, managing the P&L of the department and delivery of our installation and service projects with white-glove service to our clients. Although, I wear many hats. I’m heavily involved with sales, engineering, technology, expanding our verticals, and process/policy installation all while supporting our growth. We move at a fast pace to support our clients, where titles don’t get in the way. We win together and lose together, learning along the way.

SSN: What inspired you to pursue a career in the security industry?

STORMS: Growing up, I had a strong interest in computers and technology. I enjoyed building my own custom PCs and tinkering with the components, both hardware and software. As a teenager, I started working with a family friend as a helper technician learning more about electronic security systems. Low voltage/electronics theory and how intrusion, fire alarm, and video systems worked was intriguing to me. When it all clicked as to the life safety and security these systems provided for people, their property, and their products, I made it my mission to be a provider of such valuable services.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

STORMS: It is an amazing accomplishment. Being recognized as a young pioneer in the industry makes me proud. It proves that I have been successful and have made an impact on all that I have touched. I started as a technician, moved into mid-level management, spent time at corporate, and have led divisions at the senior management level. I’ve worked with some great people and at some of the largest names in the industry. I’ve learned a lot and will continue learning in the ever-changing environment. I’ll take my experience and skills to help both the organization and individuals recognize success.

SSN: As a young leader, what appeals to you about the security industry?

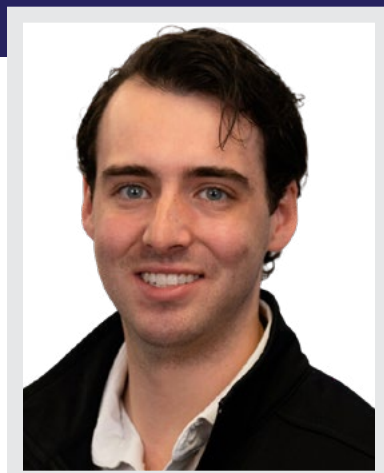
STORMS: It’s still technology for me. It is constantly changing. New hardware, new software, new tools, and methods. I love that the industry stays fresh with system performance, reliability, integrations, and the infrastructure that supports them. The industry is massive, though still a family with a lot of long-time folks who serve it. There will be a transition to new leadership, where the youth of the industry will take the torch and lead electronic security into the future. I know I’ll be a part of that, and I look forward to joining numerous others one day as an industry legend.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

STORMS: Be flexible. Offer remote and/or hybrid roles to appeal to candidates. Outside of field technicians and monitoring staff, a lot of what we do in the electronic security industry can be done outside of a central office. Hiring bonuses and apprentice/training programs are beneficial. We are a niche industry within construction and training is imperative to success. I’d love to see more low voltage courses specific to our industry (intrusion, fire, video, etc.) offered as college courses to help bring interest. Pair those up with manufacturers’ training and young talent is set up for success. **SSN**

MATTHEW SULLIVAN, 25

Account executive
Alarm.com



MATTHEW SULLIVAN, 25, is an account executive at Alarm.com, a platform for the intelligently connected property, based out of Tysons, Va. Find out what inspired him to pursue a career in the security industry, what being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

SULLIVAN: I’ve been with Alarm.com coming up on four years now and still have not been able to nail down a definitive list of my responsibilities, but I’ll give it a shot. As an account executive I am focused on helping grow security companies through our products and services. For both existing partners and prospective partners I am the product expert on core security solutions, video, automation, and expanding markets such as water protection, solar, vehicle tracking, access control, and more.

Using this variety of offerings and a data-backed platform I aim to make our partners more efficient in operations, sales, installation and support, marketing, and administrative duties. You can look at me as a sounding board, consultant, trainer, or even an extension of your team. I know my current partners reach out to me for anything I mentioned above, and hopefully I can do the same for you and your business, whether you are just starting out or face new challenges and pains, my job is to help your security company grow.

SSN: What inspired you to pursue a career in the security industry?

SULLIVAN: Nothing drew me to security when I was a college student on the job hunt, however, once I got started it became apparent why this industry is so great. Starting out, I wasn’t sure what to expect. Sure! Being in tech is cool and sexy these days, but tech companies are a dime a dozen these days and security is interesting because it is different. Our industry actually provides technology and systems that everyone can use and benefit from; it’s not a niche application designed for CIOs or HR personnel, anyone can see the hardware or software we provide and actually use it!

A huge benefit to sticking around is the people who make up this industry. I have many mentors that I can now call friends who have spent their lives in security, whether they are master technicians or have built security companies. There is great camaraderie everywhere I go and always so much to learn from those people. Ultimately, we spend our days protecting people and the things that matter most to them. That is what keeps me motivated and excited about this industry.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

SULLIVAN: Being part of this year’s 40 under 40 class makes me feel

grateful for all the people who have helped me accomplish what I have early on in my career. It also validates the commitment I have to all of the security companies I work with, knowing they value what I bring to the table means more than anything. Like I said earlier, the people truly make this industry great. My partners, bosses, peers, competitors, and everyone in between have never missed an opportunity to help me learn and grow in this industry. I want to be able to do the same moving forward for aspiring leaders in the industry.

SSN: As a young leader, what appeals to you about the security industry?

SULLIVAN: Innovation. Being able to talk to partners whose tenure in the industry predates me is always cool and eye-opening. Think about how long our mission in protecting people and their property has always been the same, but how we have advanced that mission through creative thinking and technology is extremely appealing. Knowing that the meaning of “security” and the means by which we accomplish security has been rapidly evolving gives me a feeling of optimism. There are countless products and technologies that are growing the scope of what we do, and the opportunity to create and drive impact for the sake of security and protection is virtually endless.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

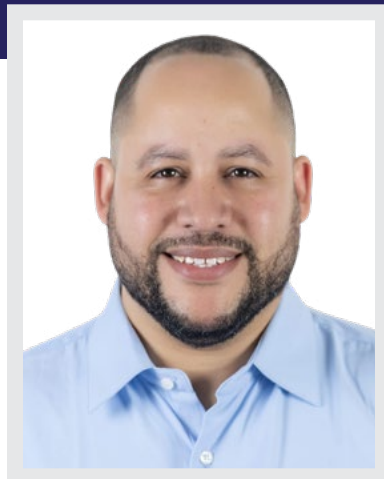
SULLIVAN: I like to think that we have almost completely bounced back from the negatives that COVID brought into our industry. When we were first locked down, our challenges were very different than they are today. In 2020 we were concerned with how to sell and install with minimal contact, how to keep monitoring centers staffed and safe while social distancing, and many similar challenges. We adapted extremely well and created new opportunities that have stuck around; like more remote selling, DIY/DIT installation and flexible work.

Since we have cooled off and gotten our heads back on our shoulders, the challenge has become hiring, retention and growth. Almost every day I get asked if I know any techs or salespeople looking for work which, in a pretty hot job market, is always a head-scratcher. In a market where jobs are abundant, how can we attract talent to jobs that require labor and in-person work? Well, the recent behavior of some tech giants and their mass firings gives us hope for hiring in security, the world cannot be fully remote. There is a balancing point between remote work and skills/labor that do require in-person interaction and physical presence.

One of the most successful trends I have seen is through social media. Sure, there are tons of people preaching digital marketing and influencing, but the truth is those “jobs” are saturated and take more work than people realize. The trends I have seen are actually from trades and salespeople; contractors, home inspectors, welders, electricians, door-to-door salespeople and many more. These people are showing what their jobs are like and are transparent about the money they are making. We should be thinking more generally about attracting talented and driven individuals to a career in the industry and not just to a job. **SSN**

OMAR TAVERAS, 40

CEO
Brodserv



OMAR TAVERAS, 40, is the CEO of Brodserv, a nationwide installation and services provider that connects companies with installers and streamlines searching, scheduling, payments, and more based out of Lehi, Utah. Find out what inspired him to pursue a career in the security industry, what being a “40

under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

TAVERAS: I started Brodserv in 2018, and it was designed to be where the industry can go to help fill the gaps in their needs. In leveraging technology, we were able to create a place where businesses can hire qualified installers on the spot without the back and forth that the process typically requires. This way end users can always get taken care of regardless of the company’s subscriber base size in a market, sudden spikes in sales, or staffing issues like turnover or layoffs. It’s a way to enable win-win scenarios for both companies and installers. Over the past five years we have been able to grow the platform into over 30 markets and support companies and integrators across the country.

SSN: What inspired you to pursue a career in the security industry?

TAVERAS: I have always enjoyed being a team player, believing that we can accomplish more together than we can on our own. I learned this during my time in the Army where teamwork was key to success. It was essential in the decade I spent at what would eventually become the powerhouse known as Vivint, when during the early crazy growth years, we had to work together to adapt, innovate and eventually thrive. At Fluent Home, with the deck stacked against us, doing business across two countries, and seen as the underdog, we rallied together to build something great. After over two decades in the security industry, I have learned that working together is not only possible, but vital to helping weather the ups and downs in our space.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

TAVERAS: It is a huge honor to be named one of *Security Systems News* 40 under 40. I have followed the past winners over the years, and to join that caliber of talent is an amazing privilege. The winners of this recognition have been leaders in our industry and helped propel the industry forward. I am extremely grateful to be a part of that.

SSN: As a young leader, what appeals to you about the security industry?

TAVERAS: I think what appeals to me the most about this industry is the opportunity. We get to play in many areas across different sectors and take a role in making people and businesses safer, more efficient, and also more fun. For example, in smart home where we get to “geek out” integrating all sorts of cool and new consumer products into people’s homes. Video is huge and seeing your clients (residential and commercial) get excited to view their newly installed cameras and all the features associated with it is like seeing a kid on Christmas. Also new sectors like Solar have started to become a major part of the space, representing an opportunity for security, video, and automation to get into more homes while also helping play a key role in their sales cycle. It’s a win-win for everyone.

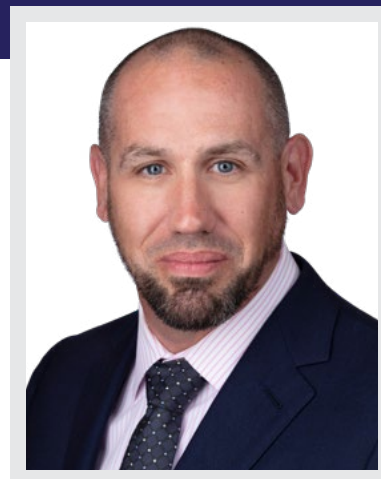
SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

TAVERAS: Engaging, hiring, and the retention of new talent, especially young talent, has always been one of the biggest challenges we have as an industry. I feel that the restrictions and challenges we faced during COVID simply exacerbated the issue even more. The current workforce mindset and work ethic is forcing us to re-evaluate how we operate. We cannot sacrifice the high employment standards we require to be in this space, but the security industry also needs to recognize the current reality, which is that the traditional employee is going to be very hard to come by.

Instead, we need to get ahead of the problem and take advantage of the new reality. Today’s workforce wants flexibility and freedom above all else, something that the “gig” economy has been able to give them. I believe that by adapting to this, and providing jobs that work around their schedules, we can overcome the challenge. Some of what we do does not need to happen in the traditional 9-5, Monday through Friday schedule. And if it does, we can figure out ways to still fill those needs. The more talent we can attract into our space the better off the industry will be overall. **SSN**

ANDREW VANDERBURG, 39

President
Global Guardian Asset Security



ANDREW VANDERBURG, 39, is the president of Global Guardian Asset Security, a provider of international medical and security services for corporate and family travelers, based out of McLean, Va. Find out what inspired him to pursue a career in the security industry, what being a “40

under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

VANDERBURG: I am the president of Asset Security, a division within Global Guardian. I manage the entire electronic security division - sales, operations, technology, and monitoring.

SSN: What inspired you to pursue a career in the security industry?

VANDERBURG: Luck of the draw. I was originally working in the carpentry field, building decks and handrails for clients in the Charlotte, N.C., metro area. The housing market slowed down in 2001 due to the incident with the Twin Towers. I had a friend who threw my

name in a hat for an assistant technician position. That opportunity landed me at Lefler Electronics based in Concord, N.C. Funny to think my career in electronic security began on Jan. 28, 2002.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

VANDERBURG: It’s truly an honor. I have watched numerous colleagues in the industry be inducted into this class. I’m happy to join.

SSN: As a young leader, what appeals to you about the security industry?

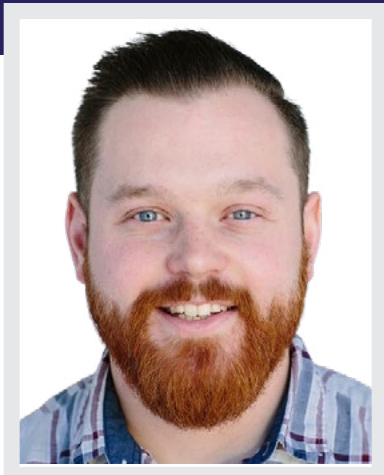
VANDERBURG: The future, period. The constant advancements of artificial intelligence, autonomous robotics, and drone technology. Come on, how don’t you get excited for that type of electronic genius? Nerd alert, lol.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

VANDERBURG: I believe the ability to speak to the younger individuals in the early stages of high school is key - attending high school or grad school hiring events, and not only set up a booth but also show the individuals the technology in real time, explain the ability to advance your career through skill and tradesmanship. **SSN**

KYLE WALSH, 34

Senior manager, global security
Cruise



KYLE WALSH, 34, is the senior manager of global security for Cruise, a manufacturer of self-driving vehicles that safely connect people with the places, things, and experiences they care about, based out of San Francisco. Find out what inspired him to pursue a career in the security industry, what being a “40

under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

WALSH: I currently lead Cruise’s 24/7 global security operations and intelligence centers. I started at Cruise in April 2020, at the beginning of the COVID-19 pandemic, and discovered that my role and security in general would need to evolve to meet the new challenges brought on through a pandemic.

During my tenure at Cruise, I’ve been able to grow the GSOC initiative from a single-focused program to one that is multifaceted, metrics driven, and risk oriented. My responsibilities include engaging with leaders, stakeholders, cross-functional partners, and external vendors to ensure that Cruise’s personnel, assets, and operations remain safe and secure at all times while simultaneously enabling the business to succeed.

SSN: What inspired you to pursue a career in the security industry?

WALSH: I got my start in security back in 2013 by performing open-source intelligence work for Fortune 500 companies and government bodies. I was quickly fascinated by world events and their potential impact on these entities. How did these organiza-

tions manage risk? What does managing an incident look like? I was determined to understand how security works at a scale that’s beyond cards and guards, and thus applied myself to work for some of the world’s best companies including Google, Meta, Bird, and now Cruise.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

WALSH: It is truly an honor to be named a winner of SSN’s 40 under 40. I am not one to seek out fame or notoriety as it relates to my work, but rather am focused on making an impact in whichever ways I can. I hope to take this honor and connect with my peers in the industry so that we can maintain safety and security in an ever-changing world.

SSN: As a young leader, what appeals to you about the security industry?

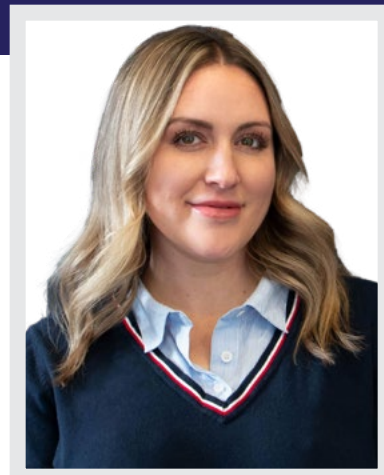
WALSH: A changing of the guard is currently taking place in the security industry. As new risks and challenges emerge at the global level, new technology, new ways of thinking, and new ways of collaborating are required to ensure success is maintained in achieving security. As this new guard is ushered in, I am determined to be a part of it and bring new concepts and ideas to the forefront of the discussion. Security is only successful if the industry evolved with emerging risks.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

WALSH: Security is often associated with security officers, cameras, and low-wage work. There is so much more to this field that can be brought to the forefront through continued marketing and engagement at the university level and within our own organizations. Start within your own organizations and network with your peers to ensure that diverse and driven candidates understand the potential impact they can have on the security industry. **SSN**

STEPHANIE WHALEN, 32

VP of marketing and communications
Paladin Technologies



STEPHANIE WHALEN, 32, is the VP of marketing and communications at Paladin Technologies, a systems integrator that designs and deploys sophisticated integrated systems technology and infrastructure, based out of Vancouver, British Columbia, Canada. Find out what inspired her to

pursue a career in the security industry, what being a “40 under 40” winner means to her, what appeals to her about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

WHALEN: I have been working in marketing & communications for over 10 years, and every day I become more excited about the industry, trends, opportunities, and possibilities to learn.

As vice president, marketing & communications at Paladin Technologies, I oversee our pursuits team, internal and external communications, digital strategy, brand engagement, media relations, and national marketing initiatives. While I enjoy all aspects of my job, the highlight of my role is communicating our story and culture with our teams, clients, and external markets. I am passionate about culture within an organization, as I have learned it is what holds a successful company together. The way in which Paladin has believed in myself and my team’s function as we’ve grown has really supported a unique differentiator in the industry.

When I started with Paladin, I was on a small team of three. As we grew both organically and through M&A, I was trusted to support our change management process through branding, and alignment on go to market efforts in each region. I now have a team of 12 across North America and I am so grateful for them. We would not be able to make the impact we do if we didn’t focus on building relationships with our own colleagues and with one another. I am really proud of what we’ve been able to build and what we’ve been empowered to achieve. Our ability to collaborate with sales, and the business at large, supports the overall client experience to ensure consistency from bid to service.

SSN: What inspired you to pursue a career in the security industry?

WHALEN: Like a lot of security industry folks, I sort of fell into this space. Certainly when I graduated university, security was not

on my radar as a “trendy” industry to apply my skills. However, I obtained a one-year contract at Paladin as social media brand ambassador and nearly eight years later, it was the best leap of faith I’ve ever made.

As I grew, I became more embedded in the industry at large and I further recognized the depths and impact our work does. Although I am not a technical expert by trade, our design team and technicians are the ones who inspire me most. They have always made time for me to ask “stupid” questions and help me understand our installation techniques and product offerings at a deeper level. This has allowed me to feel more confident in speaking industry language and to grow my reach.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?

WHALEN: It feels really special. Paladin, and the people I’ve worked with during my tenure, have been the pillars in my life who have held me accountable, pushed me to grow, and empowered me to become the person I am today. It really has been the most significant chapter of my life and to have some external recognition of that is pretty freaking cool.

SSN: As a young leader, what appeals to you about the security industry?

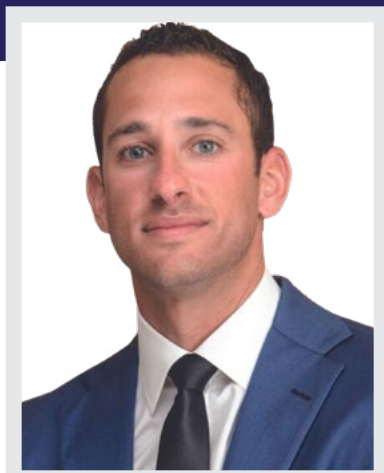
WHALEN: Opportunity. The security industry is one that is not so mainstream to a marketing & communications professional. However, the more you learn about the facets of our industry, the more you become intrigued and recognize the significance of what we do for clients. I recall in my earlier years at Paladin considering a pivot into project management, or even operations. I was just very curious about all aspects of our business and the job opportunities that exist. I believe if you strive to work hard and put the time in, the sky really is the limit on where you can grow.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

WHALEN: I think our industry needs to get out to high schools. We are not recognized like other trades, yet our industry is massive. I think the security industry is one of those secret, but not secret industries that needs to be spoken about more frequently. Young talent may be hyper-focused on the trendy spaces like tech, digital influencers, and remote work. However, the security space can offer just that - job security. This is something I personally believe that young people need to value more, instead of chasing down a fast shiny opportunity, focus on longevity of your career. The slow and steady will always win the race. **SSN**

ADAM WILDER, 39

Managing partner
Beacon Protection Group



ADAM WILDER, 39, is a managing partner at Beacon Protection Group, a provider of security and monitoring services for commercial properties and residences throughout the northeast and mid-Atlantic regions, based out of Totowa, N.J. Find out what inspired him to pursue a career in the security industry, what

being a “40 under 40” winner means to him, what appeals to him about the security industry, and more.

SSN: Describe your roles, duties, and tenure at your current job.

WILDER: I've been at Beacon Protection for nine-plus years and as the business has continued to evolve, so have my responsibilities in the organization. Currently a managing partner, my goals and objectives are to drive financial growth, monitor daily operations and set overall strategic goals that ultimately lead us to meeting standards as an organization. Working closely with my colleagues has been essential to understanding day-to-day obstacles, and through strategic leadership, I am able to help provide a plan ensuring operations run smoothly.

SSN: What inspired you to pursue a career in the security industry?

WILDER: I saw an industry that was consistently expanding and evolving, and I wanted to position myself to take advantage of that growth opportunity. Being able to provide a service and technology that can be applied to any home or commercial space, was a financial opportunity that I saw a ton of potential in. That coupled with the fact I care about helping people and making an impact in society, is something that this industry has allowed me to do.

SSN: What does being named a winner of SSN's 40 under 40

mean to you?

WILDER: It's always a great honor to be recognized in your profession; however, I know that this accomplishment is just a reflection of the tremendous team around me. My partners and coworkers help to create an environment that promotes hard work, accountability and fun! I can count on my teammates and their strong work ethic, commitment, and positive energy. This is what motivates me to try to be a little better every day.

SSN: As a young leader, what appeals to you about the security industry?

WILDER: I have always found this industry to be appealing and forward thinking. Being involved in a technology-based sector, I find the rapid changes exciting and challenging. With the nonstop adjustments that the industry causes for the business to adapt to, it presents unique situations to deal with on a daily basis. Additionally, it is quite satisfying to be involved in an industry that helps people feel safe where they live or work. I have always had a desire to make a meaningful impact in my community; therefore, knowing my time is being well spent by providing a feeling of safety is extremely rewarding.

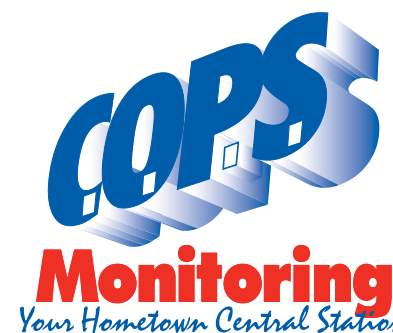
SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

WILDER: We have the benefit of being in a technology-focused industry that is constantly changing, and it is typically the younger generations who find this appealing. Our industry allows potential candidates to apply their technological skills in a variety of ways whether that be sales, installation, or operations. This creates a tremendous amount of opportunity for young talent to demonstrate and use their knowledge and capitalize on potential career growth opportunities. If security businesses are able to provide a modern work environment that includes flexibility, inclusiveness and developmental growth, it will more likely help in recruiting young talent. **SSN**

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