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 the security industry.

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 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.

Next Class Nominations Coming Soon!

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

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: 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 by your craft?

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: Describe your roles, duties, and tenure at your current job.
ASHWORTH: Most of my responsibilities are focused on capturing 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 athletes’ 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 Cares 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 does being named a winner of SSN’s 40 under 40 mean to you?
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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 piece 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.

SCOTT ASHWORTH, 38
Head of safety and security
Overtime

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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, and technology, and the dozen other specialties, to drive success to one greater purpose than ensuring a professional group of persons, property, and brand safety and security. This is not the case in the security industry.

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NICOLE BLACK, 40

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.

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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, 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 cleaning the lady restrooms 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 CFO, 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.

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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: 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.
NICOLE DOTTERMAN, 36
Data entry supervisor
United Central Control

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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- 2.5 million+ dollars invested in upgrades & expansions
- 63,000 Dealer Training Workshops, Webinars, one on one sessions, support outreach calls, and in person office visits

For more information on UCC and our 40 years in the industry, go to www.teamucc.com

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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 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 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.

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MARSHALL FRIDAY, 39
Senior director of multifamily sales at ADT

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

MICHAE L GLASSER, 40
President of Glasser Security Group

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-impact clients and engagements.

 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 those 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 theboss 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 by 18 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 golfer driver or a new car, it’s likely that I’m reading about the history of the security industry or a new gadget 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 these 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 held accountable as they walk through but also allowed to explore and find what interests them.

SSN
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 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 receivable.

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

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 the past years that Bates has grown a company that delivers “superior service” to its customers, according to the company. Find out what inspired her to pursue a career in the security industry, which being a “40 under 40” winner means to her, what appeals to her about the security industry, and more.

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

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GOODPASTER: As a young leader, what appeals to you about the security industry?
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 brings on the opportunity to try engage young talent.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry succeed and to help position the company for a prosperous future in the industry.

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 DEI-centered focus is also important. We know our value and are motivated by more than just money.

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: 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.

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

HILL: 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 DEI-centered focus is also important. We know our value and are motivated by more than just money.

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

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DR. CORY LOWE, 36
Senior research assistant
Loss Prevention Research Council

wasn’t working with such an amazing team.

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.

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.

LOWE: 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.

LOWE: 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 within 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 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.

LOWE: 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.

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.

MAHL: Winning SSN’s 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.

MAHL: 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.

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

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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.

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.

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.

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.

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

Benefits include:

■ Customized Solutions
■ Dedicated Support Team
■ Competitive Multiples
■ Accelerated Funding
■ Installation Support

Brinks Home’s Premium Range of Products

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.

Learn More About Brinks Home

VERONICA MOTURI, 36

V eronica 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: 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: 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.

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Benefits include:

■ Customized Solutions
■ Dedicated Support Team
■ Competitive Multiples
■ Accelerated Funding
■ Installation Support

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Learn More About Brinks Home

WWW.SECURITYSYSTEMSNEWS.COM
MICHAEL NEWSOME, 29

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 one to try engage young talent.

SSN: What inspires 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 computer 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: 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 am 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: What inspires 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 are 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?

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SSN: What appeals to you about the security industry, more?

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.

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ESTEBAN PASTOR, 39

Senior product manager
ZKTeco USA

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 didn’t work out, so I started working with ZKTeco USA 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 it’s 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 how it’s evolved. 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: What inspired you to pursue a career in the security industry?

PASTOR: Initially I wanted to be a musician, but that didn’t work out, so I started working with ZKTeco USA 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: As a young leader, what appeals to you about the security industry?
ETHAN REELEY, 25
Senior security project manager
Microsoft

Ethan Reelay, 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: 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 under my dad.

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

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

REELEY: I'm extremely grateful for the exposure those years gave me to the low voltage industry for over 30 years. My mom started in 1991, and I 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?

REELEY: 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, we've been 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.

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

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

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: What appeals to you about the security industry?

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

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.
HECTOR RODRIGUEZ, 37
District manager
Brosnan Risk Consultants

RODRIGUEZ: 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 utilize my size to penetrate the industry, but grew to love 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.

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

RODRIGUEZ: As a young leader, what appeals to you about the security industry?
SSN: Describe your roles, duties, and tenure at your current job.
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: Describe your roles, duties, and tenure at your current job.
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.

LAURA ROSE, 36
Vice president of marketing
Securitas Technology

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: 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: As a young leader, what appeals to you about the security industry?
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: What does being named a winner of SSN’s 40 under 40 mean to you?
ROSE: What does being named a winner of SSN’s 40 under 40 mean to you?
SSN: What inspired her to pursue a career in the security industry, and more.
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: 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: 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: 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’s 40 under 40. Humbly, this award is a testament to the amazing team of 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’s 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: That’s a loaded question here. There are many ways - too many to list here. SSN
JOHNNY STORMS, 39

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 really piqued my interest. I eventually went to college and majored in criminal justice then earned my master's in public administration. I've been in the security industry since 2006 and have worked in sales, field sales, training, and management roles ever since.

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: 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.

MATTHEW SULLIVAN, 25

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 expert on our intelligent solutions, security, automation, and the day-to-day 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 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 these 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 group 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 more than anything. Like I said earlier, the people truly make this industry great. My partners, bosses, peers, everyone 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 protecting people is endless.
OMAR TAVERAS, 40
CEO
Broderv

OMAR TAVERAS, 40, is the CEO of Broderv, 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.

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: 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 become a part of that. The opportunities we have as an industry are endless. It's a win-win for everyone.

SSN: What does being named a winner of SSN’s 40 under 40 mean to you?
TAVERAS: It's a huge honor to be 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.

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 retail industry(4,6),(996,994) before I stumbled upon the security industry. I was impressed with the technology and the opportunities it provided.

SSN: As a young leader, what appeals to you about the security industry?
VANDERBURG: The future, period. The constant advancements in technology, continued growth in the industry, and the ability to work with different people and companies make the security industry a great place to be.

VANDERBURG: Luck of the draw. I was originally working in the retail industry before I stumbled upon the security industry. I was impressed with the technology and the opportunities it provided.

SSN: With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?
VANDERBURG: It's crucial to provide opportunities for growth and advancement, and to make sure that our employees feel valued and appreciated. Additionally, it's important to showcase the diverse career paths available within the industry to attract new talent.

SSN: Describe your roles, duties, and tenure at your current job.
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SSN: What does being named a winner of SSN’s 40 under 40 mean to you?
VANDERBURG: It’s 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 in technology, continued growth in the industry, and the ability to work with different people and companies make the security industry a great place to be.

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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 realities. My responsibilities include designing and deploying sophisticated integrated systems technology and infrastructure, based out of Vancouver, British Columbia, Canada. I oversee the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

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

WALSH: 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 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 allowed me to feel more confident in speaking industry language and to grow my reach.

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

WHALEN: Opportunity. The security industry is one that is not 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: 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 further recognized the depth 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.

WALSH: 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. Security is only successful if the industry evolved with emerging risks. With the hiring, recruitment and retention challenges brought on by the COVID-19 pandemic, how can the security industry engage young talent?

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.

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.
ADAM WILDER, 39
Managing partner
Beacon Protection Group

A DAM 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.

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 objectives are to drive financial growth, monitor daily operations and set overall strategic goals that ultimately lead us to meeting objectives. Knowing my time is being well spent by providing a feeling of safety and security and monitoring, it will more likely help in recruiting and developmental growth, it will more likely help in recruiting and developmental growth. If security businesses are able to provide 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: 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 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: Describe your roles, duties, and tenure at your current job.
WILDER: I have 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 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: 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.

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GSX brings together the sharpest minds in the worldwide security profession to keep ahead of the biggest trends and challenges—in active assailant, digital transformation, soft target protection, workplace violence, cybersecurity, insider threat, surveillance, and more—through cross-industry networking and targeted education with the potential to earn up to 22 CPEs. Face-to-face collaboration across the security supply chain and insider access to the latest technologies are key assets to advancing our community and nobody understands that better than ASIS International—the people behind GSX and the world’s leading organization for security management professionals. GSX has been here for our community for more than 65 years, and it continues to stand as the heart of security resilience and advancement worldwide. Remain agile in your role against compromised security operations and cyber and physical threats. Join your fellow security leaders and peers at GSX, 11-13 September, in Dallas, Texas, to prepare for what’s next.

Brinks Home is one of the largest home security companies in North America, providing best-in-class protection to 1M+ people through smart home solutions backed by trained professionals. With an award-winning Alarm Response Center, the company offers professionally installed products and 24/7 monitoring in both the U.S. and Puerto Rico.

Not just different. Better.
For more than 45 years, our success has been dependent upon our ability to help alarm dealers succeed. Today, COPS is a leading provider of Professional Monitoring services in North America with an award-winning network of central stations. COPS is the only professional monitoring company with a proprietary UL Listed monitoring platform, dealer access, and API supported by a team of in-house programmers with the expertise to deliver the tools you need to run your business. In the past year alone, we have integrated our API with dozens of leading services to give our Dealers the ability to capitalize on the next generation of revenue-creating services. Discover for yourself why thousands of dealers trust COPS to help safeguard millions of homes, businesses, and institutions across the U.S., Canada, and other U.S. territories.

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Since 1982, UCC has provided independent alarm dealers with high-quality monitoring services and industry-leading dealer support. Our dedicated Team of security professionals is passionate about helping alarm companies grow and expand their businesses. Today, UCC is the leading provider of Professional Monitoring services in North America with an award-winning network of central stations. UCC has been here for our dealers for more than 45 years, and it continues to stand as the heart of security resilience and advancement worldwide. Remain agile in your role against compromised security operations and cyber and physical threats. Join your fellow security leaders and peers at GSX, 11-13 September, in Dallas, Texas, to prepare for what’s next.
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