



10 Under 40: **Security Unlocks Next Generation of Excellence**

a&s salutes young leaders in security for our inaugural “10 Leaders Under 40” feature.

BY LING-MEI WONG

Security attracts people from all walks of life. We recognized 10 up-and-coming security professionals under age 40 who are in executive positions, either in manufacturing, distribution or system integration. They were invited to share their experience as well as secrets for success.

Our coverage spans the globe, with an average age of 31.1 years. This list is by no means exhaustive, as there are many qualified young people in the field. The youngest person was 25, while the oldest person turned 40 in February. While most did not study about physical security, at least two start-ups — Fluidmesh Networks and

Keeneo — were founded as a result of graduate research. Both companies have since been acquired, while retaining the original leadership.

Physical security may not be a formal academic discipline, but it certainly doesn't hurt to have top marks. The Class of 2012 is dominated by engineering majors, along with finance, business and oceanography. Most were unaware of the security industry before graduation, but this is changing with more internships and college recruitment. As IP blurs the line between IT and security, the industry is ready for new blood.



Andrew Martz,
COO

Age: 28
Family: Married
Education: High school degree, studied three years at the University of British Columbia

AVIGILON

HOW YOU GOT INVOLVED IN SECURITY

I met Avigilon's CEO, Alexander Fernandes, while working at a company he started prior to Avigilon. I put university on hold and joined Avigilon as a developer in 2005.

I am responsible for the product development, manufacturing and customer service departments. I stayed in the security industry because I believe in Avigilon's mission and get the opportunity to work with incredibly talented and passionate people in a dynamic, high-growth environment that provides exciting new challenges every day.

HAS YOUR AGE EVER BEEN AN ISSUE?

Youth brings a fresh perspective. What I have found in my career is that age won't matter if you perform and deliver great results.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

There have been small mistakes along the

way, but there is no single move I would take back.

BEST PROFESSIONAL DECISION

The best decision I ever made was taking a risk to help start Avigilon while I was completing my postsecondary education. It was a big risk but it has been an incredibly rewarding experience.

HOW YOU WANT TO BE REMEMBERED

When Avigilon becomes No. 1, I would be happy if I am remembered for being an important part of making that happen.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

The security industry is on an exciting path, which will attract more talent. Young people are drawn to industries where they can work with cutting-edge technology, create change in the world and enjoy the rewards that come along with that.



Evgenia Ostrovskaya,
Global Business Development Director

Age: 31
Family: Divorced with a child
Education: Master's degree in mathematics and mechanical science from Moscow State University, studying for a master's degree in business administration at Vienna University

AXXONSOFT

HOW YOU GOT INVOLVED IN SECURITY

Right after university, I was a developer and programmer, then entered ITV. It was spun off as a new company under Murat Altuev, AxxonSoft President. I started in 2003 as quality assurance engineer. Now, I handle global business development, including sales, technical support and presales service.

HAS YOUR AGE EVER BEEN AN ISSUE?

No. Even if you're young, age isn't an issue in conversations. The experience and the expertise are what really count.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

I worked on expanding into a new market for nine months, only for the local partner to walk out. What I learned is before you start a business relationship, you need to understand the

partner's mentality, attitude and background. It helped me to be careful in countries where you don't know the native language or traditions.

BEST PROFESSIONAL DECISION

The people I hire would be the best decisions I make. Creating a team with transparency and an inspiring atmosphere is the base of the company's success.

HOW YOU WANT TO BE REMEMBERED

As a successful top manager of the world's leading IT company in security management.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

As we continue to move toward IP, more young people will be naturally attracted to the security industry. Besides, it's fun to work in the industry of James Bond!



Cosimo Malesci,
VP of Sales and Marketing

Age: 29
Family: Single
Education: Master's degree in ocean engineering from MIT

FLUIDMESH NETWORKS (CARRICK BEND)

HOW YOU GOT INVOLVED IN SECURITY

Malesci and his brother Umberto Malesci started the company while studying at MIT in 2004. We were able to create a niche. It was good timing and there was a need for it.

HAS YOUR AGE EVER BEEN AN ISSUE?

Age was actually one of our strong skills. We're promoting an innovative technology and people expect us to be young and know about it.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

One mistake was not dreaming big enough. If I had to do it again, I would have risked it all in the beginning to achieve growth. It's the only way to make the company successful.

BEST PROFESSIONAL DECISION

The best thing is to stick your neck out. When

we threw wireless into the security industry, people were skeptical. They said the video looked crappy and the network could only support five cameras. Now we have hundreds of cameras and HD. If we had listened to the guys in the first place, we wouldn't have developed these things.

HOW YOU WANT TO BE REMEMBERED

We can be remembered as guys who decided to revolutionize security with wireless for video and voice.

We want to be a professional wireless company that makes it reliable and affordable for people.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

If you like technology in security, that will bring young people and help speed things up.



Nicolas Jdanoff,
Sales and Marketing Director

Age: 31
Family: Married with a son
Education: Master's degree in international business from Jean Moulin University Lyon 3

IP VISION (A HYMATOM COMPANY)

HOW YOU GOT INVOLVED IN SECURITY

I entered electronic security in 2004 after graduation and a three-month internship at Sorhea. Sorhea's CEO offered me the position of regional sales manager to cover a third of France's territory.

I've been with IP Vision since 2009. I'm based in Morocco and manage a team of four salesmen in the development of our system integrator activity.

HAS YOUR AGE EVER BEEN AN ISSUE?

Age has never been an issue, once the ice was broken with customers.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

I've made mistakes in delivering a quote to a customer, forgetting an item, ordering a noncompliant product on a specific project, but

every time I learned a valuable lesson, which evens it up for me.

BEST PROFESSIONAL DECISION

The best decision I've ever made was not to compromise myself, my company and my set of values to gain a project, even though pressure was sometimes high.

HOW YOU WANT TO BE REMEMBERED

People who know me can attest I'm a dedicated individual with integrity.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

Attracting young talent will be done naturally, as managers reach retirement age and need to be replaced with younger people.



Brandon Arcement,
Security Products Sales
Manager

Age: 30
Family: Married with a daughter and another child due in July
Education: Bachelor's degree in mechanical engineering from the University of Texas at Austin

JOHNSON CONTROLS

HOW YOU GOT INVOLVED IN SECURITY

I was originally introduced to the physical security industry while being recruited by Johnson Controls as a college senior. I accepted a sales representative position. After a few years in integrator sales, I transitioned to manufacturing.

HAS YOUR AGE EVER BEEN AN ISSUE?

I recognize that a young face makes people question experience and credibility. I address lingering questions by dressing conservatively for business. And I establish credibility virtually by phone or WebEx prior to an in-person meeting.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

Early in my career, I did not invest in developing my skills, aside from the training that was made mandatory by my supervisor.

Now, I always set aside time at the beginning

of the year to evaluate my career development path and select activities which will enhance my development as a business professional and leader.

BEST PROFESSIONAL DECISION

The best decision I've made professionally has been to grow within Johnson Controls. I've developed relationships that make me a more credible colleague, a more impactful leader and a more valuable asset.

HOW YOU WANT TO BE REMEMBERED

I'd like to be remembered as someone who leads with integrity and a steady focus on the customer.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

The best way to attract more talented young people to the security industry is through college and university recruiting programs.



Benoît Georis,
France MD, CEO of Keeneo
until acquired in 2011

Age: 34
Family: Single
Education: Doctorate in computer vision, Inria (National Institute for Research in Computer Science and Control)

DIGITAL BARRIERS

HOW YOU GOT INVOLVED IN SECURITY

When I was a Ph.D. student, I found a good technology that no one had commercialized.

I've always been interested in transforming this industry into a modern industry.

HAS YOUR AGE EVER BEEN AN ISSUE?

It could have been, but I managed to surround myself with a team of older people.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

Two years after incorporation, we decided to address the Chinese market. However, we were too young and couldn't support distant customers. Thanks to this experience, we made our software compliant with Chinese characters.

company Keeneo. Digital Barriers was the perfect match between a technological company and a strong financial institution.

HOW YOU WANT TO BE REMEMBERED

As the guy who introduced intelligent analytics to the industry. Our main asset was customer service. Simplicity of use is another asset, because there is no setup of parameters.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

The most important thing for me is making every effort to attract students for a six-month internship. The second thing is to make security attractive to young people. With super resolution or 360-degree cameras, it's exciting stuff.

BEST PROFESSIONAL DECISION

The best decision was to have sold my



Vivek Bagri,
CEO

Age: 31
Family: Married
Education: Bachelor's of engineering in computer science, University of Mumbai

LIVEDARSHAN

HOW YOU GOT INVOLVED IN SECURITY

I founded Livedarshan while I was still in college. Initially the company was just me, and we specialized in webcasting solutions for temples and mosques.

After I graduated, I diversified into physical security with a project from the Municipal Corporation of Greater Mumbai. We set up cameras and software to monitor truck movements at Mumbai's dumping grounds.

HAS YOUR AGE EVER BEEN AN ISSUE?

Yes. My father Prakash Bagri handled relations with senior officials, while I provided technical solutions and service.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

My worst business move was when I relied heavily on the success on a single government project. I learned the hard way that one should not invest everything in a single opportunity

and should keep working with an open mind on multiple projects.

BEST PROFESSIONAL DECISION

The best decision I ever made was to become an entrepreneur, found Livedarshan, and not give up when things were difficult initially.

HOW YOU WANT TO BE REMEMBERED

I want to be remembered as an honest, hardworking person who contributed to the betterment of the security industry.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

Education is an important part of any industry and I feel security has a dearth of an organized education programs to train young talented people.

Security companies should also have internship programs, where young graduates can get firsthand experience in the industry.



Mark Hsu,
Director of Overseas Sales

Age: 32
Family: Married with a child
Education: Master's degree in business management from California State University-Los Angeles

MERIT LILIN

HOW YOU GOT INVOLVED IN SECURITY

Merit Lilin is a family business. My father is C.C. Hsu, President. I went into R&D and studied management

While Lilin is a family business, I wasn't pressured into joining the company. It was a match for my interests.

HAS YOUR AGE EVER BEEN AN ISSUE?

If you work hard and improve your professional expertise, you will prove yourself.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

As I manage overseas branches as the president's representative, I sometimes find an imbalance between what the president wants and what the branch office wants.

At first, I noted their concerns but did not truly manage these offices. Now, I will respect-

fully listen to their opinions. If they say I don't know their market, I will go there to learn.

BEST PROFESSIONAL DECISION

The best decision I've made is to shake up Lilin internally.

HOW YOU WANT TO BE REMEMBERED

My dream is for Merit Lilin to be internationally recognized. We're well-known overseas, but we could become even greater. We want our brand to be identified by high-end quality solutions.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

The fastest way to attract young talent is for security companies to work with universities. Once you train interns, the best ones will join your company.



Brian Lohse,
Cofounder and VP of
Business Development

Age: 25
Family: Single
Education: Bachelor's
degree in economics,
Loyola College in Maryland

SECURE-I

HOW YOU GOT INVOLVED IN SECURITY

My background is in investment banking. I was approached by Eugene Szatkowski, cofounder and VP of Operations for Secure-I. I took a leap of faith and left banking. It was the best decision I ever made.

HAS YOUR AGE EVER BEEN AN ISSUE?

In the Mark Zuckerberg generation, new technology is expected to come from young, ambitious talent. Persistence and industry participation have allowed me to succeed despite my age.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

Before, I was focused on the technology, product and features. That was a mistake. What I learned was to sell the business model. You have to understand the customer's business.

BEST PROFESSIONAL DECISION

The best thing I learned was to trust my employees to do their jobs. When we started, it was just the three of us. Now, we've got a larger team. When they have ownership, they feel good about it.

HOW YOU WANT TO BE REMEMBERED

I would like to be remembered as an innovator and a thought leader.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

I think it's a good industry that's not going anywhere and is bound to get much bigger in a short amount of time.

The biggest and most successful security companies don't have fancy offices. But people are happy, and the ownership can make good money.



Samir Samhouri,
President and CEO

Age: 40
Family: Married with three
children
Education: Bachelor's
degree in electrical
engineering from McGill
University and executive
education in business
administration from the
University of Pennsylvania

XTRALIS

HOW YOU GOT INVOLVED IN SECURITY

I left a public company in the U.S., after doing a company turnaround from a low valuation to a high valuation. Once you do that, you get interest from companies. One of the companies was Xtralis. I thought it was an amazing company that protected almost every important infrastructure in the world.

HAS YOUR AGE EVER BEEN AN ISSUE?

My age has not been an issue for me since I became a CEO four years ago.

I was promoted to be a GM of multimillion-dollar division in Lucent Technologies at 28. I hope to provide such opportunity for young people in my business.

WORST BUSINESS MOVE TO DATE AND WHAT YOU LEARNED FROM IT

The biggest mistake many business leaders made 10 years ago was that we did not prepare for tough economic times. The lesson is to

always prepare for the worst and plan for the best.

BEST PROFESSIONAL DECISION

Never compromised our core capability. Removed everything else and focused on what differentiates Xtralis. That resulted in much stronger position after the market collapsed and came back a little bit.

HOW YOU WANT TO BE REMEMBERED

My dream and hope is to make Xtralis the Cisco of security. It's not so much I want it to be a multibillion-dollar company, but it's to change how business is done in the safety and security niche.

WAYS TO ATTRACT MORE YOUNG PEOPLE INTO SECURITY

No industry is too old to grow, as long as you have a niche and differentiation.