

HEAD TO HEAD EXCLUSIVE

Empowering women in security

SJA hears from three-time honorees of the Security Industry Association (SIA) Women in Security Forum Power 100 recognition program, who explore their thoughts on the future of security

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**POWERFUL PARTNERSHIPS
SECURE THE FUTURE
AND ARE ESSENTIAL
FOR PROGRESS.**

What advice would you give someone starting out in their career?

Security is an exciting place to be and the mission of protecting people, places and assets is more critical than ever. Understanding the technological landscape is a good starting point – step out of your comfort zone or your wheelhouse to understand how the tech will impact security in the long term.

Kasia Hanson, Global Senior Director, Security Ecosystems and Technology at Intel Corporation

What would you like the security industry to know about AI and computer vision?

AI and computer vision represent a tremendous opportunity for the security industry from both a technology and business acceleration perspective. These systems provide security practitioners with consistent and growing investments that can help them leverage capabilities and value beyond security.

How will these technologies continue to shape and advance security?

AI will continue to shape and press the industry to adopt new technologies. Visual language models (VLMs) will bring transformative capabilities to

physical security by combining computer vision and natural language processing. VLMs will help to enhance security operations with automation, multi-modal search, enhanced access control and identity management, advanced queries of video data, customized security protocols and training. Leveraging AI will enable smarter, faster and more accurate security operations, resulting in improved threat detection, streamlined processes and more responsive incident management.

How do you see the security industry responding to emerging threats?

The security industry is at the forefront of responding to physical threats. We are seeing more and more incidents that start as physical events and turn into cybersecurity threats. As the threat landscape continues to evolve and grow, the industry will need to stay ahead while creating risk management strategies that create layers of defense against both physical and cyber-attacks.

My second piece of advice is to build your network. Every single connection you make is important and you can learn from them. Take advantage of mentor offers and build your Board of Advisors and rotate that over time. It will help you as you evolve your career.

Why is it important to you to play an active role in the industry?

When I joined the industry, I realized it was something special. Being involved has helped me to expand my knowledge, network and ability to provide impact with technology solutions. Being a part of SIA WISF has been a major highlight for me. Helping women navigate their careers along with industry partners such as SIA and ASIS International is critical. Our work is not done, and together with our allies, we have an opportunity to develop equal opportunities for women, whether technician, sales or executive level roles. Creating pathways for women to advance will create a stronger industry and one that can advance the role of security with strength, equality and impact. >





Maureen Carlo, Global Director of Strategic Partnerships at Arcules

Can you tell me about your role?

I lead the channel partner team and drive pipeline growth through strategic alliances. I've been building a partner program aimed at expanding our market reach and empowering partners to grow their business with data-driven video solutions in a recurring revenue model. I am dedicated to creating a partner experience that fuels industry progress as the video surveillance-as-a-service (VSaaS) market is poised for significant growth over the next three years.

What is the importance of partnerships and collaboration?

Powerful partnerships secure the future and are essential for progress. When we commit and align our values and strengths, we benefit our companies, the customer experience and prove the strength of our collective impact to the industry. Partners with diverse perspectives

challenge the status quo to drive innovation and deliver solutions with a lasting impact. I am proud that the powerful ladies featured here, with our companies, technologies and services, are shaping the future of the industry.

What do you think are the essential building blocks for valuable mentorship?

Mentorship is grounded in authenticity, respect and a commitment to fostering growth and potential. Mentors should encourage and challenge mentees while learning from and being inspired by them as well. I've experienced this firsthand, having found a new mentor this past year who has influenced my perspective and processes. I help mentees understand their core values to lead with confidence and purpose. Sponsorship is equally vital – providing guidance, creating opportunities and advocating for mentees. By investing in both mentorship and sponsorship, I take pride in contributing to the success of others and advancing our industry's next generation leaders. It is our responsibility to give back!

Rhianna Daniels, Chief Strategy Officer at Compass

What is the key to effective communication?

We work in an industry that is very focused on technology but if you want people to resonate with your solution, you have to define it in a way that matters to them. Marketing speak and pure sales pitches don't work anymore. The focus should be on presenting genuine solutions that empower security leaders to address real-world challenges. This vision should guide every step.

How do you maintain strong relationships?

While digital communications play a vital role in our daily interactions (and I love a good Slack thread!), there is no substitute for face-to-face connection. Recently, a colleague approached me, curious about how she could get involved with SIA WISF – it's easy to get involved, you just have to take the first step. Lead association meetings, participate in webinars, be active on LinkedIn, become a mentor and attend some great events. These efforts also help build your own brand, which is immensely important to building a long-term career path.

What does a successful leader look like to you?

To me, a successful leader is one who focuses on sharing the act of leading. True leadership means prioritizing the needs of your employees and actively supporting their development. It's about being in the trenches alongside your team and cultivating a collaborative environment.



Alice DiSanto, Vice President of Global Marketing at Rajant Corporation

How do you describe your leadership style?

Predominantly, I am a servant leader. Adding value to others with a focus on their growth and learning adds to everyone's fulfillment. This begins at the interview level when I ask, "What do you delight in?". Identifying the most pleasurable tasks equates to an equitable distribution of team-wide responsibilities. Secondly, I am a strategic leader who sets and communicates goals based on vision. This creates frontline discernment and an individual's ability to prioritize without micromanagement to collectively achieve goals. Lastly, I am a coach who asks, "What do you think is the right thing to do?". Don't be the loudest voice in the room, but embrace being the final voice.

What is a conversation the industry should be having?

As more AI and surveillance technologies emerge, increasing discussion about the ethical boundaries and privacy concerns surrounding their use is warranted. Security needs to explore topics such as "How much data is too much?" and "Where do privacy



Antoinette King, CISSP, PSP, Founder at Credo Cyber Consulting

Why should the security industry focus on the convergence of cyber and physical security?

As technology advances, the physical and digital security realms are increasingly intertwined, making systems vulnerable to cyber-attacks. Integrating cybersecurity measures across both domains is essential to safeguard critical infrastructure and sensitive data from unauthorized access and potential breaches. Moreover, a cyber-attack can have physical consequences, such as disabling security controls or accessing secure locations. Therefore, a holistic approach to security is crucial.

What kinds of innovation do you think we will be seeing in the future?

Future innovations in security, both cyber and physical, are expected to be highly integrated and intelligent, utilizing advancements in AI, machine learning and predictive analytics. These technologies will enhance threat detection and response times, making systems proactive rather than reactive. Biometric authentication will become more sophisticated, incorporating behavioral patterns ▶

rights begin when we're in constant surveillance?". Policymakers and industry leaders should discuss self-regulation or government regulations to prevent misuse of AI-powered surveillance.



FUTURE INNOVATIONS IN SECURITY, BOTH CYBER AND PHYSICAL, ARE EXPECTED TO BE HIGHLY INTEGRATED AND INTELLIGENT.

What kind of technologies will the industry be embracing in the future?

My top three are autonomous systems, edge computing and ubiquitous networking. The more tasks transferred to robots, along with drones and autonomous vehicles, the more efficiency and human safeguarding will increase. Embracing edge computing means faster video and sensor data processing without reliance on cloud infrastructure. Real-time enablement of systems makes this ideal for critical infrastructure. Without continuous connectivity anywhere, these technologies cannot operate. There is nothing more mission-critical than one's ability to connect; networking is too often an afterthought.



alongside physical traits to verify identities. Blockchain technology will likely play a significant role in cybersecurity, providing tamper-proof ledgers for secure transactions and data storage. Additionally, the Internet of Things (IoT) will be secured with more robust encryption methods and the physical security industry will see the continued development and integration of autonomous drones and robots.



ADDING VALUE TO OTHERS WITH A FOCUS ON THEIR GROWTH AND LEARNING ADDS TO EVERYONE'S FULFILLMENT.

What inspires you in your work?

What we do as security professionals is truly a matter of national security. We don't just sell cameras, access control and perimeter protection solutions. We solve security problems across all verticals to protect and serve our communities and the people in those communities. I am one of the few people who are in security by design in that I went to college for security. It has always been a calling for me and as I often tell my clients, if money were no object for me, I would do this work for free. It is truly rewarding for me to be able to contribute to the security of our nation, an honor I do not take lightly.



Tracy Larson, President at WeSuite

What does good leadership mean to you?

The leaders I have grown to admire and learn from the most are those who I can rely on, who help me to be accountable and encourage me to take on new challenges and think differently. I believe that adaptability plays a large role in success as a leader. Good leaders take advantage of the diverse experience and skillsets of their team members, encourage personal and professional development, help team members to feel valued, confident and heard, can bridge gaps and motivate the team to achieve their goals and feel successful.

How do you ensure that your team remains motivated?

We show that we care deeply for our team and their families. We encourage our team to stay connected daily – this is especially important for those who work remotely. Our team is extremely supportive of each other and displays a high level of respect internally and externally. I believe that motivation starts with leadership. Our team leaders are there every step of the way to

encourage, help solve problems and celebrate success. We are in the process of defining our team theme for 2025. It gets everyone engaged and focused on working together now and into the future. I can't wait to see what our 2025 theme is!

Can you describe how you think the security industry may adapt to emerging threats?

I have been in the industry for three decades. The nature of the industry is one that is built on adapting to emerging threats and change. We are seeing adoption and the use of AI for predictive detection, automated feedback for response and change in process and protocols. It's an exciting time that promises industry advancement.



Teresa Wu, Vice President, Smart Credentials at IDEMIA North America

Can you tell me a bit about your journey in security?

I started as a Marketing Intern in the access control and payment terminal industry and became fascinated by biometrics. I was then given the opportunity to be involved with industry groups, taking part in the standard development of FIPS 201 PIV following the Homeland Security Presidential Directive 12 (HSPD 12). I continued to evolve by accepting responsibilities in domains such as business development support, product management and program management.

How will biometric and identity management develop?

As AI continues to accelerate, biometric and identity management are the essential

components in enabling organizations to implement their security convergence and zero trust strategies. Biometric technology will need to resist the threat of generative AI-powered spoofing attacks. In parallel, identity management is no longer about access management. It needs to be considered as a critical function to enhance the security posture of any organization.



LEADERSHIP NEVER TRULY THRIVES IN SILO. SO, I AM INTENTIONAL IN NURTURING MY PROFESSIONAL CONNECTIONS

How do you continue to grow as a leader?

To evolve as a leader, I embrace learning with passion. I challenge myself to expand my domain expertise while ensuring my



leadership resonates with authenticity. Leadership never truly thrives in silo. So, I am intentional in nurturing my professional connections and fostering relationships to grow my tribe – comprising mentors, peers and mentees. Leadership is not just about leading; I believe that my network's diversity in thought and experience will help evolve and empower others towards growth and collective accomplishment. ■



Congratulations to the rest of the 2024 WISF Power 100 honorees!

Ryma Abassi, ISETCOM
 Suad Adam, Securitas Security Services
 Beth Anderson, Allegion
 Jessica Anderson, Ally Financial
 Candice Aragon, PSA Network
 Natalie Bannon, Gallagher Security
 Julie Beach, SONITROL, Securitas Technology
 Shelley Benoliel, Splunk
 Shannon Beritzhoff, Safe and Sound Security
 Ilana Brodesky, D-Fend Solutions
 Anita Brunet, Wesco
 Jennifer Ciolfi, Snap
 Kelly DeLeo, Axis Communications
 Hannah DeRemer, Medtronic
 Stacey Donahue, HID
 Sienna Dutkowski, Lady Askari
 Amanda Edwards, Paladin Technologies
 Martha Entwistle, Eagle Eye Networks
 Brooke Erickson, PSA Network
 Tia Eskandari, Allied Universal Technology
 Janet Fenner, Sentry Enterprises
 Nicole Fredericks, Securitas Security Services
 Favor Gakii, Women in Safety Excellence
 Tiffany Galarza, ADT
 Dara Gibson, Optiv
 Polly Gitau, CYRES Consulting
 Susan Goggin, Airbnb
 Andrea Gural, Eclipse Media Group
 Jenna Hardie, HiveWatch
 Tricia Hartigan, Brivo
 Tory Hinton, Maize Marketing
 Annie Hoffman, Solid Security Services
 Sharon Hong, Motorola Solutions
 Tia Hopkins, eSentire
 Debbie Hunter, Wesco
 Carissa Hunter, Securitas Global Clients
 Amena Jamali, Tevora
 Alice L. Jolla, Microsoft/Corporate Finance & Services Management
 Dr Kathleen Kiernan, NEC
 Ka'Laisha Kirby, Securitas USA
 Lyndell Kline, Boon Edam
 Hristina Koleva, Stealth Monitoring
 Katie Krug, Epic iO
 Nancy Lambert, dormakaba
 Karen Larson, Axiad
 Cindy Lawless, DNSFilter

Rita Lawrence, All Secure
 Rachelle Loyear, Allied Universal
 Serra Luck, acre security
 Kristen Mahin, Allegion
 Jennifer Mahoney, Optiv
 Erin Mann, Brivo
 Rya Manners, Prosegur Security
 Carla Manzanilla, Allied Universal Technology Services
 Melissa Marcella, IK Systems
 Rebecca Martinez, Securitas
 Shonisani Mathabi, Tshinaki Security
 Stephanie Mayes, formerly of SiteOwl
 Shannon McCaffrey, Security Industry Specialists
 Carolyn McGrath, Johnson Controls
 Ashley Means, Arcules
 Sarah Melluso, Allegion
 Alexandra Mertz, Synterra Asia
 Christina Park, Axis Communications
 Valerie Parker, Parker Group
 Haylea Parkes, CBRE
 Maria Pavlides, IAC
 Amanda Payne, Northland Controls
 Nancy Peterson, Allied Universal
 Rebecca Peterson, Chamberlain Group
 Kenya Pinnock, City of Toronto
 Yanet Quinn, City of Toronto
 Joey Rao-Russell, Sonitrol
 Yazmina Rawji, dormakaba Americas
 Lindsay J. Reece, Mobile Communications America
 Eddie Reynolds, iluminar
 Jackie Reynolds, Microsoft
 Caroline Rhodes, Allegion
 Laura Rodriguez, NextGen Security
 Ania Ross, Wesco
 Kristin Shockley, Genetec
 Steffi Singh, Microsoft
 Danielle Tabachnick, Burns Engineering
 Louise Tompkins, Microsoft
 Arya Ulafale, Securitas Security Services
 Danielle Unger, HID
 Jennifer Walters, Wells Fargo
 Shari Wilson, ADT
 Lauren Winchester, Corvus Insurance
 Tammy Wood, Securitas Security Services
 Kim Workman, Smithsonian Institution
 Rachel Wyatt-Swanson, Siemens Government Technologies
 Linda Ziemba, AeroDefense



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