

# Certification *Profile*



**Don Aviv, CPP, PCI, PSP,** is the chief operating officer of Interfor, Inc., an international investigation and security consulting firm, and managing director

of the company's physical security consulting division. He says there are times that he feels like he was "born into" the security profession. "I have been in this field since I was able to work, and I come from a long line of security and investigative professionals," he says. It was his father, Juval Aviv, who founded Interfor in 1979.

Aviv is responsible for managing day-to-day operations, including relationships with vendors, sources, and clients; ensuring that work for Interfor's clients meets high standards of quality and cost effectiveness. He is also charged with planning, implementing, and supervising work for physical and IT security clients.

"Fortunately, there is no such thing as a 'typical day' here," he says. "Depending on our case load, I might be out in the field reviewing a client's physical security or IT program, interviewing new employees, meeting with potential vendors, or in all-day case meetings with our investigative staff."

Because of the nature of the firm's work and clients, which include some of the world's largest corporations, Aviv is often involved in what he describes as unique and complex projects.

"These projects often involve significant operational and logistical requirements—from planning and implementing multifaceted executive protection details to mass lay-offs to sensitive financial investigations," he explains.

However, "We occasionally accept non-corporate cases from people desperate

for our help, such as a wife whose husband has absconded to another country with their children and life savings or a family that lost its life savings in a fraudulent investment," Aviv says. "It always leaves a mark on me when we are able to assist people in such dire situations."

He describes security management as a growing and necessary field, as more companies recognize that money spent on security is not purely an operational cost from which they see no return on their investment. "They are starting to recognize that proper security is a vital part of maintaining and growing a healthy company," Aviv says. "In fact, because of the increasing threats from terrorism to intellectual property theft and the security issues raised by layoffs, it is becoming much easier to visualize the value of security even though the economy is chipping away at corporate security and investigative budgets."

Aviv has been an ASIS International member for nine years. In the last five years, he has earned all three ASIS certifications. "No matter how much experience or knowledge you actually have, clients are forced to take your word for it unless you have a recognizable certification," he says. "These certifications let people know up front that I have the necessary knowledge and training that meet recognized standards within the security industry."

Aviv is active in his local chapter; he is also a member of the ASIS Physical Security Council. "My involvement with ASIS has been extremely valuable as an educational and networking tool," he says. "Many of my most important professional relationships, both locally and internationally, began through ASIS."

—By Vicki Moeser, ASIS public relations manager