

Certification *Profile*

This issue, we broaden our look at ASIS International certification to include the companies that encourage and often facilitate their security team to earn one of the Society's three designations: Certified Protection Professional® (CPP), Professional Certified Investigator® (PCI), or Physical Security Professional® (PSP).

The Profile Group of Companies, based in Toronto, Ontario, Canada, offers clients services such as private investigations, risk management and security consulting, pre-employment screenings, and integrated systems services. But what sets Profile apart from its competitors? “The three top managers at Profile are board certified by ASIS,” says Daniel Ulrich, CPP, Profile’s manager of business development. “We tell clients that our management team has attained the appropriate certifications that demonstrate experience and knowledge in the industry.”

The parent company of the Profile Group of Companies, Profile Investigation Inc., is licensed, bonded, and insured in the provinces of Ontario and Alberta as a private investigation company operating from offices in Toronto, Ottawa, and Edmonton. Combined, the three offices staff more than 40 full-time employees and 50 part-time employees.

Ulrich explains that when the company was recently hiring a new investigation manager, it required that the candidate held, or be actively working toward, a CPP or PCI designation. “The man we hired, Jim Bradley, had the qualifications for the position,” Ulrich says. “When he interviewed, he was enrolled in a CPP study group. He earned his CPP within a month of assuming his position here.”

“The role of investigation manager requires that I show leadership and knowledge in the particular field I’m managing,” Bradley says. “I also want my investigation team to achieve certifications, and by doing it myself, I believe that it will show the value that Profile puts on these designations.”

Indeed, two of Profile’s full-time investigators are studying to take the PCI exam in the next few months. Bradley, incidentally, is also pursuing his PCI certification.

Ulrich was the first person with Profile to earn a CPP in May 2000. With more than 21 years’ experience in law enforcement and security in New Jersey, Ulrich moved to Canada and joined Profile Investigations Inc. in 1999 as an operations manager. “I decided to get my CPP at that time, because I wanted to distinguish myself to my peers and potential employers as a dedicated professional,” he explains.

Profile General Manager Pat Bishop, CPP, is a member of the ASIS Professional Certification Board. “It is my belief that individuals who strive for certifications in our industry bring a higher level of professionalism and credibility to the company they are employed with,” Bishop says. “Profile’s policy is to hire or promote individuals to management positions who have or are actively pursuing an ASIS professional designation.”

Bishop earned his CPP designation in 1995, when he was the corporate security and investigation manager in Ontario for Canada Post Corporation, “to better promote my abilities as a security professional in a management position.” He adds that the certification also provided him with an opportunity to remain current in his field.

—Profile by Vicki Moeser, ASIS public relations manager