

# PCI Profile

Geoff Hughes

**G**eoff Hughes, PCI, who is the founder and CEO of JELL, a risk management consultancy, originally wanted to be a sailor. He graduated from King Edward VII College in London, in his native United Kingdom, where he majored in marine studies, and served with the British Customs Service. But Hughes had a gift for investigations that his higher-ups noticed. "I have an eye for detail, and I'm tenacious," he says.

His talents led to a 20-year career with British Customs, in which Hughes investigated everything from counterfeit goods to Value-Added Tax fraud to drugs. When he returned to private business, he worked as an investigator for a large British firm, but after six years, he got an idea. "I saw a need for low-profile, discreet investigations," he says, and founded his own firm in 1993. He won't name

his clients, but says that he has roughly 10 of them at any one time, and he delivers what they want—discreet personal service.

Hughes, who joined ASIS in 1987, says the Professional Certified Investigator (PCI) certification is relevant to his global work. "All my formal training is in the United Kingdom, but the majority of my work is international," he explains. "These days one needs to know where U.S.



clients are coming from in terms of law, their commercial requirements, and their expectations."

Hughes says getting the PCI gave him immediate credibility in investigations. "Anyone [in the United Kingdom] can be a P.I. because there is no licensing and no regulation," he says. "I need to be immediately recognized as legitimate, and the PCI enables that."

—Profile by Vicki Contavespi, public relations manager