

# Certification *Profile*



**Brian H. Reich, CPP**, began his career working as a stand-up comedian. During his college years and immediately thereafter, Reich toured resorts, colleges, and comedy clubs around the country. He at-

tributes the strength of his public speaking skills to the experience. Reich eventually left the stage and went on to work as an account executive for Burns International Security Services in New York City before deciding to pursue a career in law enforcement, which was his life-long goal.

After becoming a police officer in Bergen County, New Jersey, Reich progressed from patrol officer to detective in the County Prosecutor's Office. He served in various units, including the Sex Crimes and Child Abuse, Computer Crimes, and the Major Crimes Unit. Reich also served as the deputy chief of the Bergen County Sheriff's Office, where he oversaw the Bureau of Criminal Investigation and was responsible for the physical security of the Bergen County Justice Center, which services nearly 1 million visitors annually. Reich was also responsible for internal affairs investigations for the more than 500 employees of the Sheriff's Department.

"The best security program in the world cannot be successful if it is not communicated properly to those who execute it and to those being protected," Reich admonishes.

In 2009, Reich earned his Certified Protection Professional® (CPP) credential. He says that the most valuable benefit of ASIS certification is "perspective" in terms of knowledge of security principles and return on investment. "The bottom line is the importance of looking at a problem and coming up with the most efficient course of action to resolve it," observes Reich, who notes that this type is applicable in law enforcement and security.

It was in a courthouse in North Carolina just a few years ago where Reich reports experiencing one of the most memorable moments in his career. He was asked to attend the sentencing of a suspect charged in a federal, multistate child exploitation investigation that he had coordinated. Upon arriving at the courthouse, Reich was approached by the father of the two victims. The man, with tears in his eyes, hugged Reich and thanked him. He handed Reich a guardian angel made by his children and said his sons wanted Reich to know they would now be safe because of his efforts.

Reich joined ASIS early in his career and in recent years, he has been active with the ASIS Law Enforcement Liaison Council (LELC), which he currently chairs. He firmly believes that ASIS education programs and networking have laid the groundwork for his transition from the public sector to the private sector when the time comes.

*By Leigh A. McGuire, ASIS public relations manager*