THE EXPERTS
Robson Forensic

JOHN HASSARD, CPP, CFE, LPC
Loss Prevention and Security Expert

PROFESSIONAL EXPERIENCE

2015 to present **Robson Forensic, Inc**.
Associate
Provide technical investigations, analysis, reports, and testimony toward the resolution of disputes and litigation involving retail safety and security matters, corporate safety and security matters, fraud, and investigations. Areas of expertise include:

Loss Prevention and Security: Identification and reduction of losses occurring in corporate and retail settings, to include: Shoplifting apprehensions, ORC (Organized Retail Crime), profiling, internal and external theft, fraud and embezzlement investigations, interviews and interrogations, use of force, pursuits, false arrest, false imprisonment, policy development, training and compliance, profiling, prosecution, restitutions and civil demands, employee relations investigations, sexual harassment and sexual assault investigations, interviews and interrogations, privacy, exception-based reporting and analysis, implementation and use of security technology (CCTV, Electronic Article Security, access control, burglar and fire alarms), workplace violence, background screening, store mutual associations.

Premises Security: Protection of assets, property, residents, employees and customers through security measures: Security and safety program management, policy and procedure development, hiring, training and supervision, use of security officers and off duty police. Physical security systems to include CCTV systems, camera selection and upkeep, access control systems, processes and policies, burglar and fire alarms, EAS (Electronic Article Surveillance), foreseeability, deterrence, integration of security systems, and CPTED (Crime Prevention Through Environmental Design).

Security technology: Use of technology-based devices and systems to protect assets: (CCTV, EAS (Electronic Article Surveillance), access control, burglar and fire alarms), system configuration, evaluation, use and maintenance, video as digital evidence including recovery, authentication and interpretation, security system design, installation and use, invasion of privacy, dummy cameras, and policy and procedure development.

Premises Safety: Identification and reduction of workplace safety concerns: Hazard identification, self inspections, merchandise storage, safety programs, store operations, spills, inclement weather, illumination, peg hooks, EAS pins, shelving, two and four arm racks, wheeled display racks, material handling equipment, warehouse racking, fall protection, pallet storage, housekeeping, fixture assembly, signage, marking doors and perimeter glass, ladders, chemical safety, sprinkler system maintenance, emergency procedures, event safety, crowd control, and OSHA auditing and compliance.

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2022 to 2024 **Patriot Aviation, LLC**, Birmingham, AL
Aircraft Maintenance Technician (part time)

- Manufacture of light single engine aircraft.
- Restoration, maintenance, and service of light aircraft, specializing in fabric covered single engine aircraft.

2015 to 2020 **Tyco Integrated Security (now Johnson Controls)**, Birmingham, AL
Global Program Manager

- Provided leadership to a multi-disciplined technical, engineering, and administrative team in support of Tyco's largest global clients.
- Directed the design, installation, maintenance, and specification development processes among multiple global projects supporting the physical security operations of multinational corporations.
- Coordinated multi-disciplined technical and administrative teams, including 3rd party/local contractors to resolve engineering, administrative and field issues during implementation and installation of physical security systems including CCTV, Access Control, Intrusion and Fire Alarms, and associated enterprise command applications.
- Led teams in a continuous improvement process to ensure technical excellence, financial profitability, and industry leading performance and customer satisfaction.

2011 to 2015 **Security Consulting and Investigations**, Birmingham, AL
Owner

- Developed and conducted training and presentations for various groups and organizations.
- Developed and implemented security, risk management and fraud prevention programs.
- Conducted fraud and theft investigations.
- Developed and conducted OSHA related, safety, loss prevention, and security surveys.
- Consulted in regard to national account management, integration with other industries (Central Station Alarms and Loss Prevention) and regional account management for CCTV/DVR manufacturer.

2008 to 2010 **Duckwall-ALCO Stores, Inc.**, Abilene, KS
Director of Loss Prevention
Developed, implemented, and supervised loss prevention programs and systems for more than 250 stores and distribution facilities in 23 states.

- Supervised field loss prevention managers, administrative and analysis staff, distribution and corporate physical security team, and security systems installation and service team.
- Assessed, formulated, and implemented security and loss prevention policies and procedures.
- Corporate representative at OSHA and legal proceedings.

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2007 to 2008 **Bed Bath & Beyond**, Atlanta, GA
Area Loss Prevention Manager

- Directed loss prevention and safety efforts in multi-state area.
- Supervised internal and external theft investigations.
- Supervised general liability and workman's compensation accident investigations, training and reduction programs.

2000 to 2007 **Movie Gallery / Hollywood Entertainment**, Dothan, AL
Director of Loss Prevention 2003-2007
Assessed, formulated, and implemented loss prevention programs and systems in more than 4500 locations in 50 states, Canada and Mexico.

- Supervised and trained loss prevention and facility security personnel.
- Implemented, supervised, and participated in Loss Prevention and Human Resource investigations and programs.
- Supervised and participated in the background screening of job applicants.
- Supervised personnel responsible for the selection, purchasing, installation, service, and training on all security systems (CCRV, EAS, Alarms, etc).
- Assessed, revised, and implemented store auditing program to increase compliance and efficiency.
- Selected, deployed, and managed a 3rd party audit management application including management metrics and tracking.

Senior Loss Prevention and Investigation Manager 2000-2003

- Supervised Regional Loss Prevention Managers.
- Created the Loss Prevention Investigation and Analysis Department and supervised its growth into a Loss Prevention Support Division.

2000 **Bruno's Supermarkets, Inc.**, Birmingham, AL
Regional Loss Prevention Manager (60-70 stores total)

- Initiated and managed internal theft investigations including investigation, interviewing and interrogation, report completion and court testimony.
- Conducted audits on shrink, safety, and pharmacy issues.
- Implemented theft reduction programs, including tamper-evident price labels and theft detection through data analysis.
- Prepared litigation cases with corporate counsel and human resources.

1998 to 2000 **Movie Gallery / Hollywood Entertainment**, Dothan, AL
Regional Loss Prevention Manager (200-300 stores total)

- Initiated and managed internal theft investigations including investigation, interviewing and interrogation, report completion and court testimony.
- Conducted audits on shrink and safety issues.
- Developed and conducted loss prevention training for store and district management.
- Prepared litigation cases with corporate counsel and human resources.

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1998 **Wilson's Suede and Leather**, Atlanta, GA
Temporary Regional Loss Prevention Manager
- Initiated and supervised internal theft investigations including initiation, investigation, interviewing and interrogation, report completion and court testimony.
- Conducted audits on shrink and safety issues for stores.
- Prepared litigation cases with corporate counsel and human resources.

1997 to 1998 **Curtiss Hawks**, Atlanta, GA
Aircraft Restoration Manager
- Rebuilding, fabrication and restoration of WWII P-40 airframes.
- Sourced parts and assemblies worldwide.
- Created tooling and fixtures to assemble individual parts and complete airframes.
- Provided individual parts, assemblies, and airframes to customers worldwide.

1996 to 1997 **The Sports Authority**, Atlanta, GA
District Loss Prevention Manager
- Hired, trained, and supervised loss prevention management and employees in 13 stores.
- Supervised loss prevention, safety, investigation, and risk reduction programs.
- Supervised store compliance regarding OSHA, general liability and workman's compensation programs.
- Served on OSHA training and compliance program development team

1994 to 1996 **Big B Drugs, Inc.**, GA, AL, FL
District Loss Prevention Manager
- Supervised Loss Prevention investigations, training, and audits in 60 stores in three states.
- Conducted audits on shrink, safety, and pharmacy issues.
- Initiated and supervised internal theft investigations including initiation, investigation, interviewing and interrogation, report completion and court testimony.
- Prepared litigation cases with corporate counsel and human resources.
- Created and implemented companywide loss prevention policies and procedures, and training manuals.

1991 to 1994 **Macy's East, Inc.**
Security Manager, Augusta, GA 1993-1994
- Supervised security staff and conducted security training for store employees.
- Conducted audits on shrink, safety, and pharmacy issues.
- Initiated and supervised internal and external theft investigations.
- Prepared litigation cases with corporate counsel and human resources.

Assistant Security Manager, Atlanta, GA 1993
- Supervised security staff and conducted security training for store employees.
- Conducted audits on shrink, safety, and pharmacy issues.
- Initiated and supervised internal and external theft investigations.

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- Prepared litigation cases with corporate counsel and human resources.

Corporate Investigator, Atlanta, GA 1992-1993
- Supervised corporate personnel responsible for pre-hire and post-hire background screening of applicants and employees for all east coast Macy's locations.
- Managed outside vendor accounts responsible for criminal background checks and store mutual associations.

Loss Prevention Specialist; Internal Investigator, Atlanta, GA 1991-1992
- Developed and conducted audits, internal investigations, and fraud investigations.

1988 to 1991 **Childress-Klein Properties Inc.**, Atlanta, GA
Security Management Associate
- Provided proprietary safety and security at commercial office property.
- Patrolled and monitored multiple mixed use properties to ensure safety and security of tenants and public.

1987 to 1988 **Atlanta Hilton and Towers**, Atlanta, GA
Security Officer, Assistant Shift Supervisor, Trainer
- Patrolled and monitored hotel and convention areas to ensure safety and security of guests and employees.
- Trained personnel in CPR, emergency operations, firefighting, and hotel and security departmental policy and procedures.

1986 to 1987 **Barton Protective Services, Inc.**, Atlanta, GA
Security Officer
- Patrolled and monitored multiple mixed use properties to ensure safety and security of tenants and public.
- Controlled access at assigned properties.

VOLUNTEER ACTIVITY

2021 to Present **Association of Certified Fraud Examiners, Alabama Chapter**, Birmingham, AL
Chapter Treasurer (2021-present)

2010 to Present **American Society for Industrial Security International, Birmingham Chapter**, Birmingham, AL
Chapter Chairman (2020- 2022), *Chapter Vice Chairman* (2012, 2013, 2019, 2023-present), Chapter Secretary (2014)

2014 to 2018 **National Infantry Museum**, Columbus, GA
Volunteer and Docent
- Volunteer in museum operations department.
- Docent in the museum education department.

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2005 to 2007 **National Retail Mutual Association**, Chapin, SC
Board Member
- Assisted in development and implementation of Retail Theft Database (SMA: Store Mutual Association) used for Background Screening.

2002 to 2004 **US Mutual Association**, Tulsa, OK
Regional Board Member
- Assisted in management and operations of Retail Theft Database (SMA: Store Mutual Association) used for Background Screening.

1979 to 2013 **Civil Air Patrol/USAF Auxiliary**
Senior Member 1984-1994 (active)
- Rank: Captain.
- Developed training and led emergency services units in practice and live SAR (Search and Rescue) mission.
- Awards include: Meritorious Service Award, Certificate of Recognition for Lifesaving, Yeager Award, and Commanders Commendation (2).

Cadet Program 1979-1984
- Training and activities: International Air Cadet Exchange (1984; Great Britain and Germany), Cadet Officer School, Maxwell AFB, AL 1982, USAFA Survival School, 1982, GA WG Encampment Cadet Commander, 1984, and GA WG Solo Flight Encampment.
- Awards include: Earhart Award, Commanders Commendation, SAR Medal, and FIND Medal.

PROFESSIONAL CREDENTIALS

Certified Protection Professional (CPP) - Board Certified in Security Management by American Society for Industrial Security, International
Loss Prevention Certification (LPC) – The Loss Prevention Foundation
Certified Fraud Examiner (CFE) - Association of Certified Fraud Examiners
LEVA Certified Forensic Video Technician – Law Enforcement and Emergency Services Video Association Int'l
Private Pilot, Aircraft, Single Engine-Land (tailwheel endorsement) – Federal Aviation Administration

EDUCATION

Master of Science, Security Management, Michigan State University, 2003
Bachelor of Science, Criminal Justice, Georgia State University, 1988

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TRAINING

OSHA 30-Hour Outreach Training Course for General Industry, University of South Florida, 2024
LEVA Level 2 training: Digital Multimedia Evidence Processing, Law Enforcement and Emergency Services Video Association Int'l, 2024
LEVA Level 1 training: Forensic Video analysis & The Law, Law Enforcement and Emergency Services Video Association Int'l, 2024
Essentials of Retail Asset Protection Certificate Course, ASIS, 2023
Essentials of Preemployment Background Screening and Vetting (PBSV) Certificate Course, ASIS, 2023
Executive Certificate in Hospitality & Tourism Management – Florida Atlantic University, 2022
Wicklander-Zulawski & Associates - Sexual Harassment Investigation and Interviewing, 2005
Wicklander-Zulawski & Associates - Telephone Interviewing, 2001
Laboratory of Scientific Investigation – SCAN (Scientific Content Analysis), 1996, 2003
John E. Reid & Associates – Interviewing and interrogation, 1995
Wicklander-Zulawski & Associates - Interviewing & Interrogation, 1993
Certified Security Officer and Armed Security Officer (Georgia) Training, 1986

CONTINUING EDUCATION

Conducting Internal Investigations, ACFE, 2024
Basic Life Support (CPR & AED), American Heart Association, 2024
Retail Crime is Rising-Retailers are threatening to shutter: Takeaways for Security Leaders and Executives, ASIS, 2023
Fraud Seminar, 16 hours, Birmingham ACFE, annually 2012-present
GROC Retail Crime Conference, GA Retail Crime Alliance, 2022, 2024
Building Perimeter Security: Key findings and actionable insights, ASIS, 2022
An Integrated Approach to Threat Assessment and Management, ASIS, 2022
ACFE Global Fraud Conference, Association of Certified Faud Examiners, 2022
GSX Global Security Exchange (Educational sessions), ASIS 2022
When Embezzling Leads to Murder – A Case Study from the Texas Rangers, ACFE, 2022
Bribery and Related Offenses, ACFE, 2022
Inside the Mind of a White Collar Criminal, ACF, 2022
Health Insurance Fraud, ACFE, 2022
CPTED (Crime Prevention Through Environmental Design), ASIS, 2021
Successfully Working with Federal Law Enforcement Agencies, ASIS, 2021
Enterprise Mail Security: Critical Risks and Practical Solutions, ASIS, 2021
Mail Security: Dangerous Mail Incidents & Risk Analysis, ASIS, 2021
Social Media for Security Operations, ASIS, 2021
Implicit Bias in Physical Security Operations, ASIS, 2021
Security on the Front Lines: Evolving Legal Issues, ASIS, 2021
Risk, Danger, and the Fraud Examiner, ACFE, 2021
How to Catch a Criminal-Cryptocurrency, ACFE, 2021

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Executive Management and Threat Management, ASIS, 2021
Legal & Practical Considerations for Fraud Examiners, ACFE, 2021
Threat Assessment: Warning Signs & Risk Behavior, ASIS, 2021
Electronic/Digital Payment Fraud Trends 2020 & 2021, ACFE, 2021
COVID-19 Financial Crimes, ACFE, 2020

PROFESSIONAL MEMBERSHIPS

American Society for Industrial Security International, 1995-present
The Loss Prevention Foundation – Charter Member, 2007 (Lifetime)
The Association of Certified Fraud Examiners, 2007-present
Law enforcement and Emergency Services Video Association Intl, 2024-present
Pershing Rifles Alumni Association, 2000-present
Pershing Rifles – Undergraduate Military Honor Society, 1984-1988

PUBLICATIONS

Hassard, J (2005) Managing LP by Managing Data Loss Prevention, V4.1, January-February 2005

PUBLIC SPEAKING

Innovision 2024 Conference
- 2024 Managing litigation in Loss Prevention

Association of Certified Fraud Examiners, Birmingham Annual Fraud Seminar
- 2023: Managing Corporate Ethics
- 2021: Investigations: What to know if it's not your regular role
- 2021: Critical Incident Management
- 2019: Managing Corporate Ethics
- 2018: Retail Fraud
- 2015: Interviewing and Interrogation for Fraud Examiners

Association of Certified Fraud Examiners, Birmingham, AL Chapter Meeting
- 2021: Investigations for Auditors and Accountants
- 2019: Fraud Investigations for Auditors/Accountants: Managing investigations in the absence of an in-house investigation unit
- 2017: Interviewing and Interrogation for Fraud Examiners
- 2013: The economics of retail crime

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American Society for Industrial Security, Birmingham, AL Chapter
2016: The Economics of Retail Crime
2013: The economics of Retail Crime

American Society for Industrial Security, Atlanta, GA Chapter
2020: Interviewing & Interrogation for Security: What to know if it's not your regular role

International Association of Internal Auditors, Huntsville, AL Chapter
2017: Interviewing and Interrogation for Auditors
2016: Retail Theft Economics

University of Alabama – Birmingham Undergraduate Criminal Justice Program
2019: "JS 160 Introduction to Security" – Guest Speaker on Retail Fraud and Physical Security
2017: "JS 160 Introduction to Security" – Guest Speaker on Retail Fraud and Physical Security
2016: "JS 160 Introduction to Security" – Guest Speaker on Retail Fraud Economics

ADDITIONAL ACTIVITIES

- History (19th and 20th century military history and aviation history)
- NRA/CMP Rifle and Pistol Competition (Rimfire Sport, Highpower Match and IDPA competitions)
- Civilian Marksmanship Program
- Experimental Aircraft Association
- Aircraft construction & maintenance: EAB, Light Aircraft and WWII Warbirds

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