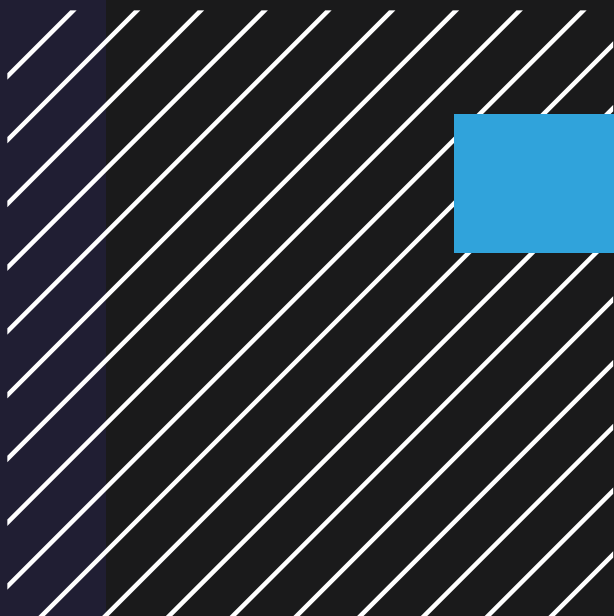


Agilence



# ADVICE FROM THE LOSS PREVENTION EXPERTS

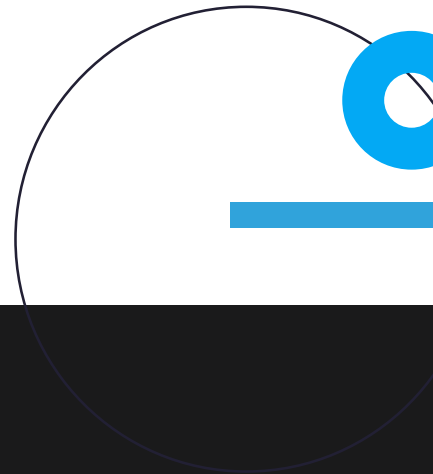
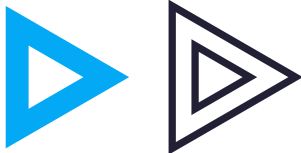
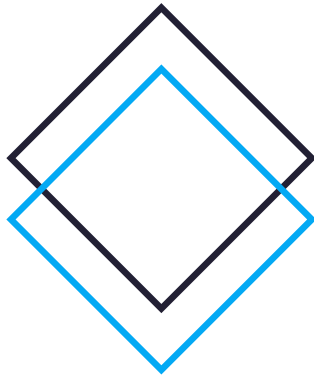
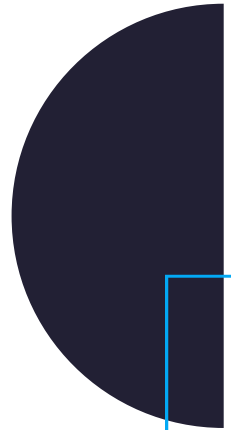
Compiled Quotes from Loss  
Prevention and Asset Protection  
Leaders

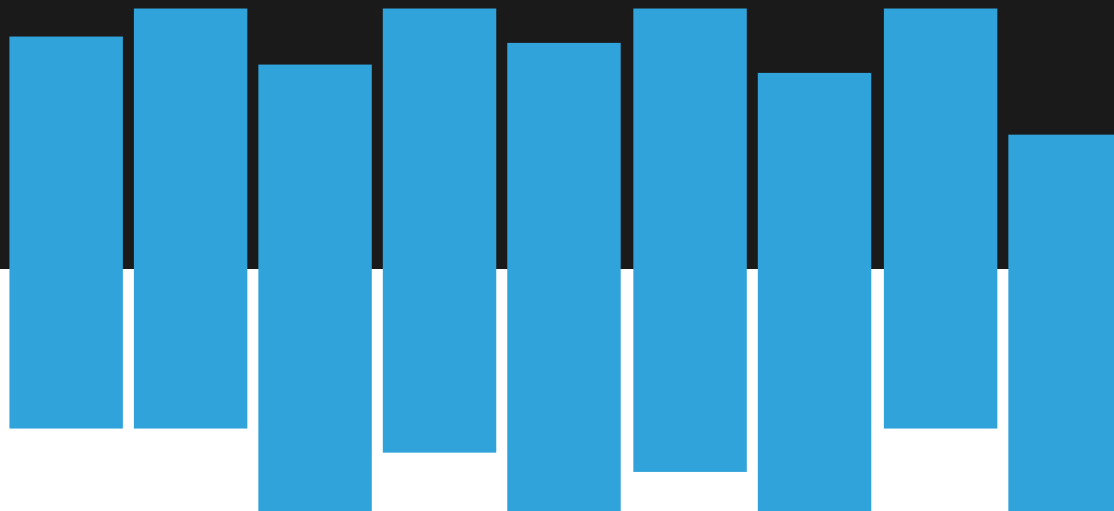




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# Introduction

When you want expert advice,  
you go to the experts.

The best way to improve at anything is to learn from the people who have been there before and know how to help you achieve your goals. In these unprecedented times, collaboration has never been more important to help push the industry forward.

So, we went to the experts and asked them to share some of their knowledge in order to help you be more successful.

The quotes in this whitepaper aren't endorsements of us, our products, or our services, but they are words of wisdom from some of the brightest minds in the loss prevention and asset protection space. In total, we received input from 20 industry leaders, some choosing to remain anonymous.



# Agilence

# A Seat at the Table

How can loss prevention and asset protection leaders impact decision-making, strategy, and planning?



“

In my opinion, you have to show up in all facets of the business. You can't just live in an LP/AP world. Retail is not linear and our impact hits all areas of the business.

- Jim Mires

VP, Loss Prevention and Safety  
Sally Beauty Holdings

”

“

Earn the respect of the leadership team.

- Terry Sullivan

President

Loss Prevention Foundation

”

“

I think there are two ways to get a seat at the table; get an invitation, or invite yourself. In order to get an invitation, it's important to be intentional about connecting with key leaders in your organization, building relationships and telling the Asset Protection story including sharing and marketing wins and key projects. As Sr. leaders see your value and credibility, the invitation should come. Unfortunately, despite our best efforts, often times there is no invitation. In that case, you need to demonstrate some courage, start reaching out and ask for a seat at the table. In most cases I think you'll find that a seat is available or at least there's some room for you to bring your own. Be prepared to add value to meetings, conversations and discussions. As you make commitments and deliver on them, credibility builds and future invitations will come.

- Damon Cavasin

Director, Asset Protection  
SpartanNash

”



In order to get a seat at the table, your department has to provide a value added product. You have to bring plans that produce results. Not only results from an Asset Protection lens but results for the greater company. In this age you have to think not only out of the box but beyond the box. If the company you work for finds that you can make a greater impact than just catching the bad guy, you will always have a seat.

- **Scott Snider**

**Asset Protection Supervisor**  
**Brookshire's Grocery Company**

The best way in my opinion to get a seat at the table is to be a contributor to your company's goals and a partner to your peers in other departments. Credibility comes with fact based information and solution ideas.

- **Catherine Penizotto**

**VP, Customer Success**  
**Agilence, Inc.**

Sometimes getting a seat at the table takes personal initiative: Walk up to the table you want to sit and be prepared to offer meaningful conversation to your table mates. From an AP perspective, this was easy during COVID - we had the resources to track and trace, and that was valuable to many BPs. Use that as a guide. What resources does your AP team hold that would benefit those people whose table you want to sit at?

- **Anonymous**

The key to this is having strong, collaborative relationships with Store Ops, IT, and other areas within your organization.

- **Amy Brand**

**Co-Owner**  
**HB Loss Prevention Consulting, LLC**

“ Make other departments seek you out. Show your department's worth to the company.

- **Chris Logel**

**Loss Prevention Divisional Director**  
**Shoe Carnival**

“ Have a significant impact on P&L results - sales, shrink, cash loss, store labor, etc.

- **Anonymous**

- “
1. Do a good job with what you have.
  2. Try to say “yes” to every request.
  3. Find concerns that align AP with other teams.
- ”

- **Mike Bowers**

**VP, Efficient Retail Operations**  
**Northgate Gonzalez Markets**

“ It is about building partnerships not only in AP but the business as a whole.

- **Aaron Wichmann**

**Corporate Asset Protection Manager**  
**Lund Food Holdings, Inc.**

“ Through trust, respect, providing PR for the LP team, qualifications and having sound investment strategies that integrate well with the goals of other departments.

- **Mark Kirk**

**Head of Asset Protection Germany, Austria, Switzerland**  
**SSP Deutschland GmbH**

# The Value of LP

What is the biggest value that loss prevention and asset protection teams can and should bring to their organizations?

I personally believe that first and foremost, an LP/AP team must demonstrate effective management of loss in all forms. That is the ante in so to speak. From there, building partnerships builds value. LP/AP is in a unique situation in that we tend to be very data driven. In addition, we touch on all aspects of the company, which gives us a unique and holistic perspective. Those two things give us the means to be fantastic problem solvers within our companies.

- **Matthew Thomas Larson**  
**Director of Loss Control**  
**Coborn's**

Increasing profits is a 360 degree job that LP can always find a place to help. All departments can benefit.

- **Chris Logel**  
**Loss Prevention Divisional Director**  
**Shoe Carnival**

The biggest value they can bring to the organization is a broad perspective of the business which can help with strategy and execution. The LP/AP role is involved in a broad set of business issues from merchandising, inventory control, margins and operations to name a few. No other role is better positioned to advise the business than LP/AP.

- **Pedro Ramos**  
**VP, Sales**  
**Agilence, Inc.**

“

Repositioning the loss of margin due to inefficiencies in inventory accuracy and customer journeys that are not optimized. It's not traditional LP/AP right now.

- **Greg Buzek**

**President**

**IHL Group**

”

“

The subject matter expertise as it relates to protection of people, assets, and brand.

- **Anonymous**

”

“

\$\$\$\$\$ M O N E Y \$\$\$\$\$

A good LP team works well within the organization to ensure correct procedures are in place to protect all assets of the company.

- **Amy Brand**

**Co-Owner**

**HB Loss Prevention Consulting, LLC**

”

“

Addressing loss in every aspect of the business. Many LP professionals are experts in the business, but are often perceived as just stopping criminals. Show your value in attacking all areas that are causing loss.

- **Corey Adams**

**Solutions Engineer**

**Agilence, Inc.**

”



The safety of your people and your customers.

- Anonymous

Reducing shrink/loss, but these days reducing and mitigating risk is just as important to protect your brand name and reputation.

- Scott Snider

Asset Protection Supervisor

Brookshire's Grocery Company

The biggest value that AP teams can and should bring to their organizations is a collaborative approach to enhancing profitability and keeping people safe and secure.

- Damon Cavasin

Director, Asset Protection

SpartanNash

FOCUS on Total Retail Loss. You will never catch your way out of shrink.

- Jim Mires

VP, Loss Prevention and Safety

Sally Beauty

An open mind...someone who will listen, collaborate and drive results!

- Terry Sullivan

President

Loss Prevention Foundation

# Maximizing Value

How can loss prevention and asset protection teams maximize the value of their efforts?

Clear communication of the goals top to bottom. Establish the approach and metrics for achievement. Align the team to achieve the set goals.

- Catherine Penizotto  
VP Customer Success  
Agilence, Inc.

AP teams stretch their legs with areas of responsibility all the time. We have our hand in everything from safety to investigations to risk management and much more... Maximize the value of you and your team by using forward thinking to source, create, and implement strategies that are malleable to a changing business environment. If you don't have a crystal ball, find another creative way to predict the future.

- Anonymous

Use what you have. Show the value of expanding or adding.

- Aaron Wichmann  
Corporate Asset Protection Manager  
Lund Food Holdings, Inc.

“ Focus on the overall health of the business. Do not dismiss things as being someone else's problem. Build partnerships with all the areas of your organization to help you to influence change. ”

- **Corey Adams**  
**Solutions Engineer**  
**Agilence, Inc.**

“ Identify and maximize win-win situations. Let other people/departments be your champions. Challenge your paradigm. ”

- **Mark Kirk**  
**Head of Asset Protection Germany, Austria, Switzerland**  
**SSP Deutschland GmbH**

“ Every environment is different. I believe it is important that influence is built organically through demonstration of value. We need to work hard to add value and in the process influence and support will follow in a healthy organization. ”

- **Matthew Thomas Larson**  
**Director of Loss Control**  
**Coborn's**

“ Value is a perception. Make sure your team is seen. ”

- **Mike Bowers**  
**VP, Efficient Retail Operations**  
**Northgate Gonzalez Markets**

“ Think more broadly about your role in the organization. ”

- **Anonymous**




Have a yes we can attitude!

- Terry Sullivan

President

Loss Prevention Foundation




Having the correct technology for your business and industry. Also, understanding trends in the industry and staying current.

- Kristin Hiner


Co-Owner

HB Loss Prevention Consulting, LLC

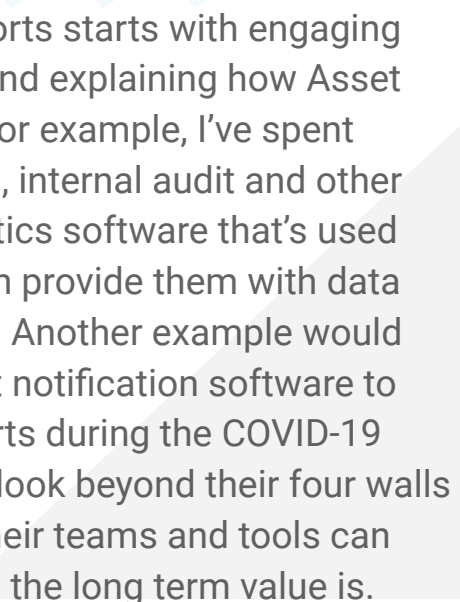


Create expectation value, leverage investments and create strong collaborative relationships.

- Anonymous



My advice on maximizing the value of AP efforts starts with engaging business partners in cross-functional areas and explaining how Asset Protection can add value to their business. For example, I've spent time with our partners in HR, retail operations, internal audit and other areas showing them how our POS data analytics software that's used primarily to identify theft and fraud issues can provide them with data that can help them solve business problems. Another example would be how my team leveraged our mass incident notification software to assist the company with contact tracing efforts during the COVID-19 pandemic. Asset Protection leaders need to look beyond their four walls of responsibility and really think about how their teams and tools can help other areas of the business; that's where the long term value is.



- Damon Cavasin

Director, Asset Protection

SpartanNash



# Looking Ahead

What does the future of the loss prevention and asset protection industry look like?

The world has moved rapidly over the past two years. The risks that we faced a few months ago are all new today. The future of LP/AP will weigh heavily on analytics, cameras and smart technologies to not only protect product, but people that shop in our stores. As the risks evolve we will have to evolve and hopefully evolve faster than that risk. The 'do more with less' mentality that has built over the past 20 years is becoming a necessity, as opposed to a plan. The only way to achieve that is to leverage new technology. There will always be a place for a skilled interrogator but my guess is there will be many more places for the tech savvy individual whom understands total loss and how to best stop it before it occurs.

- Scott Snider  
Asset Protection Supervisor  
Brookshire's Grocery Company

Bright. Ever changing. Growing

- Aaron Wichmann  
Corporate Asset Protection Manager  
Lund Food Holdings, Inc.

Less focused on risk mitigation and more focused on brand and profit protection.

- Pedro Ramos  
VP, Sales  
Agilence, Inc.



More and more will be expected of LP/AP. New ways of doing business will provide new challenges that will require a dynamic team and strategy.



**- Corey Adams**  
**Solutions Engineer**  
**Agilence, Inc.**



The world is not getting any better or nicer. Criminals are getting more sophisticated and are always a step ahead. Loss Prevention professionals will be in high demand and the future will involve more technological innovations leaning more to the area of cybersecurity/investigations.



**- Mark Kirk**  
**Head of Asset Protection Germany, Austria, Switzerland**  
**SSP Deutschland GmbH**



Continued focus on micro and macro events taking place within markets you operate in. Continue to look around the corner and anticipate the needs of the business before they hit.



**- Jim Mires**  
**VP Loss Prevention and Safety**  
**Sally Beauty**



AP has continued to take on tactical operating responsibilities. We will see that expand into other expense areas.



**- Mike Bowers**  
**VP, Efficient Retail Operations**  
**Northgate Gonzalez Markets**

“

Profit protectors. With the right technology LP can assist each department with improving reports or showcasing a better way of analyzing them.

”

- **Chris Logel**

**Loss Prevention Divisional Director**

**Shoe Carnival**

“

Change has been exponential in the past decades. Improvements in video were huge, followed by access to data, followed by effective merging of data for better analysis. I believe that the next great leap is in process and combines data with video analytics. Video analytics as another data source per se. For over a decade we have had promises of effective video analytics. Most promises fell well short, but the growth seems to be in a very strong upward trajectory. There are several solutions gaining significant ground, and there seems to be promise in recent developments.

- **Matthew Thomas Larson**

**Director of Loss Control**

**Coborn's**

”

“

Oh, I think it is very bright. Since the pandemic, retailers have pivoted so fast they have created both security holes and inefficiency holes that are there but not fully exposed because of stimulus payments. While the governments are giving out free money to consumers, these issues are covered. As soon as that faucet is turned off, the vulnerabilities are exposed. I would suggest they begin probing their networks and patching vulnerabilities ASAP because the bad guys are already taking advantage of being lost in the traffic.

”

- **Greg Buzek**

**President**

**IHL Group**

“

Expanded responsibilities across sales channels. Thought leadership for new technology. Influencer and consultative for programs, promotion handling, compliance and awareness.

”

- **Catherine Penizotto**

**VP Customer Success**

**Agilence, Inc.**



Agilence is a SaaS data management and analytics platform used at over 80,000 grocery, retail, and restaurants. The Agilence platform unites digital and physical transactions from across the enterprise to unlock insights, improve operating outcomes, and deliver a consistent brand and customer experience everywhere your company meets the customer.