

---

# STEVE SURFARO

---

## PROFILE

### Business Development and Solutions Design:

Continuously tilting the playing field by establishing pilot projects in unique markets like sports arena, event security, public safety smart cities and smart buildings, then leveraging for sales force dominance. Example: Houston Super Bowl and Super Bowl LIVE pilots lead to Houston Light Rail Project, IAH, HOU, Ellington airport projects and Atlanta North Avenue Smart City Corridor.

### Standards and Program Management:

Establish and maintain standards, industry education and partnering programs that contribute to the fulfillment of Physical Security and Information Technology Professionals' solution requirements. Examples include Axis Developer Program, AxisVideo Hosting Partner Program and (previous employment) Panasonic Solution Developer Network. Establish industry standards development and professional training programs through product-neutral education sessions, publications, industry associations and social media. Develop standards in Device Interoperability, Image Quality, Infrastructure, Education and Solution Deployment.

## EXPERIENCE

### INDUSTRY LIAISON, AXIS COMMUNICATIONS 2008-2018

Business Development and establishing "beachheads" of new markets through pilot project design, project execution and expansion through sales collaboration. Provide leadership, participate in and support standards efforts by SDOs, LE Agencies and Industry Associations. Develop and execute education and support programs for systems integrators, data transport professionals, consultants and end users. Provide support as specialist for North American ONVIF.

### CHAIRMAN, SECURITY APPLIED SCIENCES, PHYS SEC COUNCIL, ASIS INTL 2001-PRES.

Established ASIS PhysSec Council Workshop Education Guidelines. Is liaison to multiple industry associations and groups including SIA, BICSI, NIST, ONVIF, NICET, NBFSA (ESA), VTIG and VQIPS.

### STDS TEAM LEADER, VIDEO QUALITY IN PUBLIC SAFETY, US DEPT HOMELAND SECURITY, 2010-PRES

Normative Standards Reference identification for Public Safety, First Responders and Municipalities in a DHS-funded effort. Standards Development effort underway for Video Image Quality Standards Development. Security Industry Association Management is lead for Security Manufacturers team.

### INDUSTRY LIAISON AND CONTRIBUTOR, STANDARDS TEAM, BICSI ELECTRONIC SECURITY STANDARD 2009-PRESENT

Standards development linking Physical and logical infrastructure, Physical Security and Safety Systems Design process

### GM, INDUSTRY LIAISON, PANASONIC 1996-2008

Established Panasonic Security Systems Industry visibility through the highest rated education sessions in the Security Industry, Monthly Webcasts and numerous articles and quotes in Industry and Vertical Market Publications. Deployed Panasonic's first Consulting Engineer Support Program. Developed and implemented Panasonic's first partner program - the Panasonic Solution Developer Network.

### DISTRICT MANAGER, CHECKPOINT SYSTEMS 1994-1996

Managed support requirements for 4 Northeastern states. Implemented system training course curricula for Certified Systems Integrators. Developed System Design Tools for PACS Integrators.

### SR. APPLICATIONS ENGINEER, WELLS FARGO ALARM SERVICES

1985-1994

Developed major systems projects in 4 Northeastern states. Expanded Access Control System market to 4 times within a 2 year period.

---



---

# STEVE SURFARO

---

## EDUCATION

THE COOPER UNION, BACHELOR OF ENGINEERING, MINOR IN COMPUTER SCIENCE

## SKILLS

Subject matter expert on Smart Cities, IoT Cybersecurity, Public Safety, Video over IP, Video Standards, Contactless Smart Card Deployment, Network Security, Video Quality and Resolution, Closed Circuit Television Systems, Command Center Design, Specification Publishing, Security/IT Convergence, Site Vulnerability Assessments and Digital Imaging.

## PUBLICATIONS

Published in Security Systems News, Security Director News, BICSI News, College Network Security, Security Technology & Design, Access Control and either published or quoted in many others.

Partial List of Recent Publications:

- The Complete Guide to Physical Security, CRC Press 2016, Paul Baker, Daniel Benny (as author of two chapters)
- Tactical, Smart City and Unmanned Solutions Handbook, Security Industry Association Mar 2018 (Currently at Draft)
- Digital Video Handbook, US Dept Homeland Security, PSCR May 2017
- Smarter School Security: What we need is a Plan, BICSI News, May 2013
- Reimagining strategies for remote monitoring, Security Products March 2014
- Physical Security Standards Update, Security Management and Security Management Podcast, Oct 2010
- Troubleshooting Network Systems, Security Dealer, April 2010
- Video Surveillance Keeps School Users Safe, School Planning and Management, August 2010
- Struggle between physical and logical security, Network World, January 2010
- The keys to financing your video-based security system, Security Director News, August 2009
- 10 Reasons to Migrate Your Technology, Security Director News, December 2009
- BICSI Electronic Security and Safety Design Reference Manual (ESSDRM), 2nd Edition, Integrated Systems and Video Surveillance Chapters, February 2009
- Technician's Corner - is ESS right for you? BICSI News, October 2009
- Trends in high-definition imaging, Security Dealer and Integrator, March 2009
- IP speak for security technicians, Security Dealer and Integrator, August 2009
- Planning a Network Video Installation, Security Dealer and Integrator, December 2009

---

# STEVE SURFARO

---

## SESSIONS

Recently accepted for three session at ISC East 2018, BICSI Middle East & Africa 2018, BICSI Bogota 2018 Conferences, all on Smart Cities, Public Safety and IP-based Security Topics.

Conducted 17 years of SIA, BICSI and ASIS Continuing Education courses (over 600 sessions). Government Video Technology Seminar, ISC West/East Seminars (40 sessions), Panasonic Press Conference (2 sessions), Industry webcasts (16), Manufacturer Webcasts (60). He is on the SIA's Standards Subcommittees for Digital Video and Open, System Integration and Performance Standards. He was one of three Speakers for the Physical Security program at the New Zealand Security Association's National event. Co speaker for the ASIS Hong Kong Chapter's Physical Security Workshop. Cloud Computing Program Manager, CloudCon China 2012, 2014

## PROJECTS

Super Bowl LIVE - Houston 2017 - Established Smart City and Public Safety Pilot Project, was City Solution Architect, Project spanned Discovery Green, Galleria Districts

Establish two "Living Industry Labs" at Amazon.com and Time Warner Facilities

Implemented major security projects for McDonalds Store of the Future, Baxter Healthcare Corporation, United Nations, The New York Stock Exchange, New York City Transit, New York New York Casino, Deutsche Bank, American Airlines Arena, American Airlines Center, Busch Stadium, Staples Center, Time Warner and multiple Homeland Security funded projects.