

Profile

Protecting Corporate Assets

KENT MOYER'S RISK-ASSESSMENT SKILLS KEEP CLIENTS SECURE

by Laura Williams-Tracy

In Hollywood, the security team surrounding a celebrity is a group of thick thugs, ready to draw weapons or beat up would-be stalkers. In the business world, the most effective security a corporate executive or high-wealth individual can get is low-key but well prepared. "It's not about fighting and drawing guns or even carrying guns," says Kent Moyer, founder and president of The World Protection Group, Inc., a full-service security company based in Beverly Hills, California. "It's about training and the advance work done before a client ever goes to a location."

Typical security firms tend to operate as an extension of law enforcement and react to threats. Moyer sets out to create an executive-protection firm less focused on uniforms and guns and more attuned to assessing threats ahead of time. Before an assignment, World Protection Group agents develop a plan to minimize threats while planning movements and emergency procedures. Agents assess a safe travel route and plan a secondary route in the event of an incident and rehearse before the event happens. "Our goal is to never stand and fight. The goal is to cover and evacuate," Moyer says. "It's about being low profile and blending in with the client. If you get in a fight, you've already failed."

The World Protection Group's first client was a major entertainment company based in California. Over

SERVICES

Corporate Security:

World Protection Group's knowledgeable, experienced security consultants partner with clients to conduct the security surveys and assessments necessary to determine adequate security measures to protect valuable assets. World Protection Group works with customers to create site standards and requirements, policies, and procedures critical to securing facilities, employees, and information.

Protective Services:

- Uniformed protective services
- Executive protection
- Estate security
- Special-event security
- Loss prevention
- Threat management and investigation
- Consulting and investigations.

time, the business expanded from celebrities and entertainers to corporate clients and high-net-worth individuals. The World Protection Group now has 200 employees working in executive protection, mid-level security and investigations, and uniform security. Based in California, Arizona, New York, Washington, and Oklahoma, as well as Mexico City, World Protection Group agents travel with clients all over the world and have worked in 20 countries.

Because its brand of security is different, World Protection Group markets itself to a different base of decision makers. Instead of selling to fellow security managers, Moyer pitches the company to wealth managers, agents, and investment managers who manage a different but equally important kind of risk for clients. "Those marketing efforts differentiate our company because they can have a more effective sell," Moyer says.

The approach appears to be working. Since 2006, World Protection Group's revenue has grown by 75 percent. Clients include International Creative Management talent agency and Federal Express, though most clients remain unnamed and have confidentiality agreements.

Security for most clients is increasingly complex. World Protection Group scouts threats for identity theft, follows up on inappropriate correspondence, and conducts background checks for those working most closely with clients.



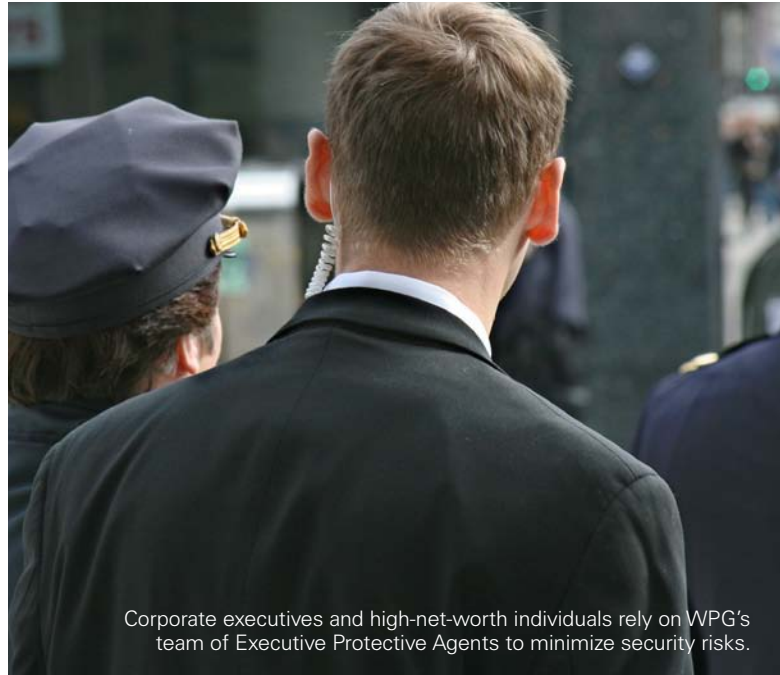
KENT MOYER, PRESIDENT AND FOUNDER

Over a 20-year career in security and law enforcement, Kent Moyer has specialized in high-risk clients, including foreign dignitaries, heads of multinational corporations, wealthy business owners, actors, and musicians. Moyer is certified by the FBI as a law-enforcement firearms instructor and is a graduate of the National Law Enforcement Training Center, Orange County Sheriff's Academy, and Los Angeles Sheriff's Department. Additionally, over his career, Moyer learned from high-ranking Secret Service leaders and became an accomplished martial artist. Moyer then used his combination of security skill and business acumen to launch The World Protection Group in 2001.

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Kent Moyer, Founder & President

“We started out wanting only to be an executive protection company and found clients needed a full-service security firm,” Moyer says. “Our clients are normal people who have some of the same problems regular people have, but each client is unique. We like to take a client and educate them in the way we do security and show them that our way is better.” [P]



Corporate executives and high-net-worth individuals rely on WPG’s team of Executive Protective Agents to minimize security risks.





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