



## **Ross D. Bulla, CPP, PSP**

As a Certified Protection Professional (CPP) and Physical Security Professional (PSP), Mr. Bulla is Board Certified in Security Management and Board Certified in Physical Security.

**Mr. Bulla is an expert in counterterrorism, vulnerability assessments, and the physical security of both private sector and government facilities and their critical infrastructures; the design and implementation of operational security plans for National Security Special**

**Events; and crisis response and consequence management.** For two decades, Mr. Bulla has advised many of the world's leading corporations and international government agencies with respect to security solutions and best business practices for protecting their people, property and information. Mr. Bulla developed, implemented and managed the security measures utilized and currently in place at multiple entertainment and sporting venues, special events, and the Olympic Games; instructed covert counterterrorism teams assigned to American embassies, consulates and missions worldwide; assessed and managed threats against, and the inappropriate pursuit of, public figures; and managed the Charlotte branch of the nation's largest privately owned security company, which provided over 5,000 HPW of guard services at high-rise, high-tech and mixed-use facilities.

**Mr. Bulla is an authority on the clearance, investigation, enforcement, and acquisition of intellectual property rights.** On behalf of many of the world's largest, multinational corporations, brand owners, and law firms, Mr. Bulla has managed complex, international investigations that solved and resolved the diversion and counterfeiting of branded products; the accidental and intentional infringements of trademarks, patents and copyrights; and the exploitation of proprietary information. The pursuit of these activities has necessitated Mr. Bulla overseeing or supporting investigations by personnel operating in more than 42 countries, including the Middle East, where he managed a long-term investigation of dangerous, low-quality counterfeit auto parts. Mr. Bulla has negotiated the purchase of, or acquired, thousands of trademarks, domain names and other intellectual property rights.

**Actively involved in many professional organizations, councils and committees, Mr. Bulla is on the forefront of establishing industry best practices.** As such, he consults regularly for government leaders, legislators and criminal justice administrators; frequently presents at international conferences; appears regularly in print and on television; and evaluates and reviews manuscripts and newly published trade books. For ASIS International, Mr. Bulla helped to spearhead

the *Trends in Proprietary Information Loss Survey Report*, a study conducted among the Fortune 1,000 and 600 small and mid-sized companies; formerly served on the Safeguarding Proprietary Information Council; and currently serves on the Physical Security Council and *Facilities Physical Security Measures Guideline* Committee. Mr. Bulla's past involvement has also included membership on or in the Anti-Counterfeiting & Enforcement Committee (INTA); FBI InfraGard; Mayor's Uptown Crime Prevention Council, Chairman (Charlotte, NC); and ASIS International, Chapter Chairman. Mr. Bulla has been a guest of the FBI at its headquarters and academy, and participated in its six-week Citizens' Academy, where he served as president of its non-profit alumni association. He, too, is a graduate of the Charlotte-Mecklenburg Police Department Citizens' Academy. As a volunteer professional, Mr. Bulla has served at all ranks, including chief; in the rescue, EMS and fire services, since 1987. Mr. Bulla is a graduate of the University of North Carolina at Charlotte, with a BS in Criminal Justice and a second major in Psychology. Mr. Bulla is an Eagle Scout.

