



From left: Marc Greenberg, director of business development and corporate services, and Brent Pollock, president.

## SAFE & SECURE

International Crowd Management Inc. has garnered an impressive reputation as it levies its expertise in the private security field **BY LISA RYAN**

**S**ince 1997, International Crowd Management (ICM) has grown to become the premiere private security firm in British Columbia. Founded by Brent Pollock, the Vancouver-based company currently provides an array of security services to some of the biggest names in show business. *Advantage* caught up with Pollock and ICM's director of business development and corporate services, Marc Greenberg, to hear their story.

**Advantage: Why did you decide to launch your own private security company?**

Brent Pollock: In the early 1990s, I was working for the Vancouver Police Department, in

addition to working part-time for a security company. By the mid-1990s, the security firm had run into some troubles and was closing its operations. Several clients approached me and asked if I would continue to provide security services for them. I started ICM in May 1997. We started off with 30 employees, and in a matter of weeks we had grown to about 250. That summer we provided security for the Molson Indy Vancouver and the Tragically Hip's Another Roadside Attraction Festival, to name a few. You could say we started off running as soon as our feet hit the ground.

**ADV: Marc, how did you get involved with ICM?**

Marc Greenberg: After spending more than 27 years in law enforcement, I retired from the FBI and moved back to Canada, where I had served five years as the FBI's diplomatic liaison with the Canadian government. In 2008, I met Brent and joined ICM.

**ADV: How do you think your backgrounds have helped you in your new field?**

MG: My career in the FBI spanned a broad range of skills and responsibilities, including SWAT and protective assignments, supervising inter-agency task forces, and facility design and management. These skill sets have been valuable to ICM in both the strategic and

**executive insight >**

“Today’s security personnel must have specific and ongoing training, be technically literate, and have a professional attitude in order to succeed.”

**MARC GREENBERG, DIRECTOR OF BUSINESS DEVELOPMENT & CORPORATE SERVICES**

operational planning we are involved with, as well as some of our new ventures, such as our Technical Services Division.

BP: Having traveled all over the world—providing personal protection, consulting, and managing large concerts and festivals—gives me a definite advantage. The experiences, skills, and expertise acquired separates ICM’s services from our competitors.

**ADV: What strategies have you used to build the business?**

MG: We have always utilized a strategy that

built upon our core areas of expertise. At the beginning, the business grew very rapidly. This was based for a good part on Brent’s exceptional reputation within the industry. We started out providing security services in venues and quickly brought on ushering and medical services in order to keep the business growing and moving forward. We then branched out to other areas, including executive protection, consulting, and risk management.

**ADV: What are you working towards now?**

MG: Our current business strategy involves directing our experience and resources, such

as our medical and technical personnel, into new areas. These include providing remote medical services to the resource industry and selling high-tech protection systems to government agencies and industries seeking to protect infrastructure and high-value equipment.

**ADV: You also provided security for the Vancouver Olympic Games. Can you tell us about your experience?**

MG: We were chosen over several other high-end security companies for the position of security consultant and security provider for the City of Richmond, which held the largest live site at the Olympics. We helped the city plan, formalize, and execute a security plan for this area, including perimeter control and risk assessment. The “Ozone,” being an open and accessible site, was similar to the last known terrorist event at an Olympic Games in Atlanta. We were challenged to come up with a good plan for them that would be staffed by our people as well as police agencies. We also provided security and technical services to the city for the Olympics. [\\_a](#)

**A MESSAGE FROM SECURTEK:**

“SecurTek strives for excellence in all that we do, from our customers and dealers to each of our products and services,” says Jackelyn Krabn, marketing analyst. “In fact, we just completed a major software change and a renovation to our monitoring station to be able to accommodate new video-monitoring technologies and solutions. We are proud to be working with local partners such as International Crowd Management to bring these new choices to customers. SecurTek strives to be a leader in offering customers innovative and complete security and safety solutions, including video-monitoring services, to help protect employees and assets.”



*This black van serves as ICM’s state-of-the-art mobile command centre.*