

# AmCham.Pl QUARTERLY

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## Company Profile **Pinkerton**

# STAYING ATOP OF THE GAME

*AmCham.pl Quarterly* editor Tom Ćwiok talks with the executives of risk management company Pinkerton, **Miguel Martinez**, Vice President for Europe, and **Joanna Paczeńskiak**, Director for Poland, about how the company delivers its business in Poland and the methods it uses to mitigate risks.

### How would you describe Pinkerton in brief?

**Miguel Martinez:** Pinkerton has played a historic role in the risk management industry for over 165 years. Starting as an intelligence agency during the Civil War, Pinkerton has amassed a track record that includes establishing the first criminal database, being a forerunner for the Secret Service, and hiring the very first female detective. Today, Pinkerton is at the forefront of the risk management industry, utilizing a data-driven

approach and tools like Artificial Intelligence to provide strong risk mitigation support to clients worldwide.

**In the cyber age it seems that the main threat comes from cybercrime. But what are the other main vulnerabilities for businesses and organizations?**

**M.M.:** While cybercrime is the main threat to many companies, businesses should also look at other threats because focusing on just one area of risk without understanding



the potential impact on the organization as a whole can lead to unintended consequences. There are a number of other risks and I'll just mention a few, which in my opinion are the most profound. So, one category is Hazard and Event risk. This category includes such vulnerabilities as natural disasters, disease and health, as well as crime and violence. When it comes to Operational and Physical Risk, it involves business continuity, workforce risk, and supply chain risk. Another category is Market and Economic Risks, which involves fiscal, macroeconomic, and social or political instability. In turn, in the Technology and Information Risk category we have such vulnerabilities as system integrity, intellectual property, and disruptive potential.

### So, what are the Pinkerton's responses to those risks?

**M.M.:** Pinkerton is the trusted risk advisor to many of the Fortune 500 companies. To establish ourselves as a company with such a good standing we provide companies with global services and resources in a number of areas. Our Risk Advisory Services provide real-time risk analysis for businesses using revolutionary risk data and machine-learning technology. Our another service, Risk Based Screening focuses on the development and delivery of compliance-focused, risk-based screening solutions to cut costs and save the time of our clients. In turn, our Security Risk Management provides a comprehensive security risk management and consulting support for our clients' locations around the world.



We also offer Corporate Investigations, which is about scaling investigations from one employee to detecting elaborate schemes across multiple facilities around the world. When it comes to our Protection Services, we deliver reliable private security anywhere around the globe with the use of expertise and industry-leading intelligence. We also have Threat Response Services for clients who need boots on the ground. Our crisis management team can respond and help with crisis situations at any time.

And, the last but not the least, we offer Protective Intelligence, which is a specialized service that provides tactical intelligence support that is timely, reliable, and impactful for clients around the globe.

### What is driving the market in Poland?

**Joanna Paczeńskiak:** There is a number of factors that make more and more international companies focus on Poland and decide to conduct their business in the country. The main ones include the stable economic situation, the safety of the business activity, and the decisive fight against economic irregularities at a governmental level. The fact the employees available in Poland are well educated and highly qualified also helps. So, this situation is reflected in the assessment of various institutions, including rating agencies. For example, in the latest Human Capital Index (HCI) ranking, in which the World Bank assesses 157 countries on the quality of education, skills development, as well as the

protection of citizens' health, Poland was ranked the 30th best country.

**How important is the Polish market for the company vis-a-vis its global operations?**

**J.P.:** American and global companies have been present on the Polish market for years. The value of foreign investment is constantly growing. For Pinkerton, the Polish branch in Warsaw plays a key role in serving and supporting companies which do business in the region. It should be emphasized that our branch in Poland serves companies not only in Poland but also in the whole region of Central and Eastern Europe. The fact is that despite the stable economic situation in the area, business risks are not disappearing, but rather increasing or evolving, mainly in cybercrime. Preventing abuse, industrial espionage and cybercrime are becoming key security issues in the region. These factors influenced Pinkerton's decision to open a branch in Poland.

**What traits of character and personal qualities do you look for in candidates who apply for jobs with your company?**

**M.M.:** Pinkerton welcomes the smartest and most talented people in the security industry. Our calling is to protect others, no matter what. Pinkerton agents band together to become a family that is committed to integrity, vigilance, and excellence. Our motto is, "We never sleep." And that means that our international team is working around the clock to ensure that our clients always know we are available whenever any situation arises.

**Businesses across the EU and in Poland struggle to find the right talent to hire. Do you face such problems in Poland?**

**J. P.:** There are many well-qualified candidates for jobs in Poland. Knowledge of foreign languages is also at a fairly high level in the country. But working for a company like Pinkerton requires additional qualifications, especially ethical ones. It is very important to be focused on the client's needs, and to be proactive and have a creative approach to work and the tasks it entails. The ability to find the best solutions for the client in complex and sensitive projects is essential and valued. To enhance these skills Pinkerton runs internal educational programs for its employees.

We are like a family at Pinkerton and there is always the possibility of benefiting from the knowledge and experience of other expert members of our team.

**Are there any regulations and administrative barriers that stop the market growing in Poland?**

**J.P.:** There are, indeed, and there is one in particular, which technically speaking may not be a barrier proper but more of a nuisance. I'm talking about the procedures for obtaining concessions, licenses, and permissions for foreign companies, which may take weeks. The smallest possible formal change, which is natural in running a business, often results in administrative procedures being extended to months. These are quite long processes, which involve employees in dealing with formal matters for too long. This problem, of course, does not stop companies run their business but it certainly becomes an obstacle.

**How important is technology in your job? How do you use technology to solve your clients' problems?**

**M.M.:** The Pinkerton "Applied Risk Science" methodology implements a proprietary and analytical approach with the use of data science and advanced technologies such as artificial intelligence to help identify, mitigate, and forecast total risk. Pinkerton is staying at the forefront of the technology revolution by applying that methodology to risk management so with the use of it, the company can come up with data-driven decisions about about risk mitigation.

**What are your plans for Poland for 2019 and beyond?**

**J.P.:** We continue to develop our business in Poland and the entire CEE region. We are implementing solutions developed by Pinkerton over the past decades on the Polish market. We adapt our solutions, based on modern technologies, to solve difficult issues for our clients. At the same time, we offer our worldwide support through our offices operating in over 100 countries. We know that this is an interesting offer for more and more developing Polish companies, which conduct their business outside of Poland and outside Europe.

*We continue to develop our business in Poland and the entire CEE region and at the same time we offer our worldwide support through our offices operating in over 100 countries.*