

Association of Security Consultants – Director Application

Danny Moody CSyP, RISC

I would like to be considered for one of the current Directorship positions within the Association of Security Consultants (ASC). I have been a member for the past six years, supporting the organisation through my membership and regular attendance at both the quarterly Business Group meetings and the annual Consec event.

ASC membership has been valuable for my continuing professional development and for building strong professional networks with fellow consultants and the wider membership, including Corporate members, MASCs and Affiliates. It has helped me maintain current industry knowledge and stay abreast of developments across multiple security disciplines.

When I established my consultancy in 2019, I did not feel I had the breadth of experience to take on a Directorship role. Through focused professional development and the practical demands of building a consultancy, I now believe I can offer the ASC a strong, credible and active contribution.

From the outset in 2019, I was conscious that I did not want to be perceived as simply a former Corporate Head of Security who had transitioned directly into consultancy without the right grounding. I therefore completed Tavcom's five-day intensive Security Consultancy Course, which remains one of the best decisions I have made. It strengthened my understanding of core consultancy services and the practicalities of running a consultancy business. The programme led to a BTEC Level 5 Professional Award in Security Consultancy, providing important validation and credibility as I built the business.

I built on this foundation by undertaking further training in access control system design and corporate intelligence, which better prepared me for projects I would later deliver. I also developed strong relationships with established consultants; these have proved invaluable for knowledge sharing and for collaborating on larger or more technical projects that require complementary skill sets.

I then invested significant time and effort in achieving Chartered Security Professional (CSyP) status. Having left school at 16 and with my only previous academic writing experience coming some 12–13 years earlier (during my Security Management Diploma), this was a demanding process; however, I persevered and found it highly rewarding.

In terms of relevant governance and voluntary experience, I have served as a Committee member of the City of London Crime Prevention Association for the past 10 years. This has provided directly transferable experience of supporting a security-industry body. During the Covid-19 period, I contributed to a sub-committee tasked with developing new ideas and engagement initiatives, including launching a LinkedIn presence and progressing a refreshed website, alongside other improvements.

One of the initiatives I am most proud of is the development of our student membership programme with the Security and Crime Science Department at UCL. The programme provides six funded memberships at any one time, with students having memberships for their second and third years, enabling attendance at meetings and other CPA networking events. We also established and delivered two security careers evenings in partnership with the

department, arranging guest speakers from a range of security sectors and providing valuable CPD and networking for more than 100 students.

Since founding Tobruk in 2019, I have delivered hundreds of security projects for clients across multiple sectors and have managed electronic security projects valued at £750k+. I pride myself on being professional, diligent and hardworking. If selected, I would aim to contribute with the same energy and commitment I have brought to the City of London CPA, proposing ideas, supporting colleagues and helping to deliver new initiatives that benefit members.

I would be honoured to be selected and given the opportunity to work alongside respected peers from across the security industry, further strengthening my knowledge and enabling me to support the ASC's ongoing work and reputation.

I believe I would represent the membership well, bringing a strong blend of relevant consultancy experience, professional credibility and genuine enthusiasm to the role. I would also be committed to building on the positive progress made by the current Directors and leadership in recent years, for example, improved meeting venues, expanded membership, more diverse topics, increased social media presence and an enhanced website.

Thank you for considering my application. Regardless of the outcome, I will continue to support the ASC; it is an excellent Association that makes a significant and positive contribution to the security profession.