

## Anthony Berticelli

### **VP of Operations | PSA Security**



Anthony Berticelli is the Vice President of Operations at PSA Security Network, the world's largest electronic security consortium. In this role, he is responsible for oversight of PSA's Customer Service department and operational programs as well as PSA's education and training initiatives for the physical security market. This includes large educational events such as PSA TEC, online training resources for security integrators, and oversight of PSA's educational committees.

Mr. Berticelli has over 16 years of experience in the security industry, including 3 years with PSA as the Director of Education and 12 with Target Corporation. He has held multiple roles at Target, including Senior Business Partner on the Corporate Security Technology team, where he was responsible for the management, strategy, and training content development for security technology projects. In this role he oversaw the customization, training, and worldwide rollout of Target's surveillance system software, as well as the creation of a security dispatch center for headquarters locations, focused on the use of integrated technology solutions. In addition, he has expertise in crisis and asset protection training and leadership development programs.

Mr. Berticelli holds Bachelor of Arts degrees in Economics and Computer Applications from the University of Notre Dame and a Master of Science degree in Criminal Justice from Florida International University.

## **Matt Ashlock**

### **Online Educational Specialist**



With years of experience in instruction, professional development, and learning theory, Matt comes to PSA Education bringing with him 15 years in public education serving in such varied roles as classroom teacher, online professional/technical administrator, professional development coordinator, and building administrator. With a strong ability to organize and present complex concepts and solutions clearly and accurately, Matt is values-based learner, leader, and team player that generates collaboration characterized through passion, humor, and authenticity.

At PSA Education, Matt will curate, develop, design, implement, manage, and maintain web-based instructional content for PSA Education. This will include working with PSA Security vendors, committees, and various programs in the security industry to keep informational, instructional, and educational content updated and optimized for all PSA Security stakeholders.

## **James Gallagher**

### **Integrator Representative – Lenel & PSA Committees**



James Gallagher is the Integrator Representative Lenel & PSA Committees for PSA Security Network. His key responsibilities include the facilitation of PSA's integrator lead committees and overseeing the day to day order responsibilities for the Lenel program at PSA.

Prior to joining PSA as a Customer Service Representative in 2016 James worked in a variety of roles in the natural meat and dairy industry including Customer Service Manager, Brand Manager and Office Manager.

When he's not supporting PSA integrators at work James enjoys spending time with his wife Sonja (also a PSA employee) and young daughter. James is a lifelong avid video gamer and amateur cook.

**Julie Rolles**  
**Training Manager**



Julie Rolles is the Training Manager at PSA Security Network. Her key responsibilities include providing professional and technical support for education and training-related services, managing and administering internal training of PSA employees, and overseeing and facilitating PSA's Committees.

Julie excels at leading and developing classroom and in-person training, and fittingly manages the speaker preparation process for events such as PSA TEC. Prior to joining PSA Security Network, she taught the associate degree program at an automotive and diesel college for ten years. Julie holds a Bachelor of Science degree in Behavioral Science and a master's degree in Adult Education and Training.