



STEVE SIEGEL

Vice President of Sales · Security Industry Executive · Midwest & National

📞 219-263-9085 ✉️ steveadvil@hotmail.com 📍 Greater Chicago Area

EDUCATION

University of Illinois at Chicago

CREDENTIALS

IAHSS

- Former Chicago Chapter President
- Region V Representative
- Foundation Board Member

ASIS International

- 25-Year Member
- IL North Shore Chair 2024-25
- ASIS Illinois Chairman 2024

ADSAI

- Active Member

SALES EXPERTISE

Sales Leadership

- Revenue Growth Strategy
- Enterprise Account Mgmt
- Consultative Selling
- Sales Team Coaching

Business Dev.

- Multi-State Territory Dev.
- New Market Entry
- Client Retention
- P&L Management

Specialties

- VIP & Event Security Sales
- Executive Relationships
- Healthcare Security Sales

INDUSTRY FOCUS

- Physical Security Services
- Healthcare Security
- Special Events & VIP
- Corporate / Enterprise
- Multi-Site Operations

PROFILE

High-impact VP of Sales with 35+ years driving revenue growth, market expansion, and team performance across the security industry. A relationship-first leader known for opening new markets, closing complex enterprise accounts, and building the trust that turns clients into long-term partners. Brings street-level sales credibility and C-suite strategic perspective, backed by deep industry relationships across the Midwest and beyond.

EXPERIENCE

Vice President of Sales, Midwest

St. Moritz Security Services, Inc. / Oct 2022 – Present / Chicago, IL

- Drive regional sales strategy and revenue growth across Midwest branches, owning the full sales cycle from prospect to close.
- Mentor and develop branch sales teams, instilling a client-first culture focused on retention and referral growth.
- Serve as 2024-25 ASIS Illinois North Shore Chairperson & Illinois Chairman, elevating brand credibility.
- Leverage executive-level relationships to accelerate the Midwest pipeline and open new accounts.

Sales Consultant – Special Events & Celebrity Protection

GREENROOM SECURITY / Jun 2022 – Present / Chicago, IL

- Sell and deliver specialized security for Chicago events: Taste of Chicago, Air & Water Show, My House Music Fest.
- Develop premium client relationships in the high-growth entertainment and events vertical.

Business Development Solutions Specialist

American Security & Investigations / Jun 2020 – Jun 2022 / WI, IN, IL, MI

- Generated new business across four Midwest states for a full-spectrum facility and security services company.
- Applied consultative sales methodology to align security programs with each client's goals.

Regional Vice President

VSS Security Services / Aug 2019 – Mar 2020 / MI & IN

- Oversaw two branch offices with full P&L responsibility — revenue targets, staffing, satisfaction, and compliance.

Strategic Development Manager – Eastern U.S.

FirstCall CSS / Aug 2018 – May 2019 / New York / Chicago / D.C.

- Opened and developed new business across the Eastern U.S. for a global advisory and risk management firm.
- Sold complex engagements: vulnerability analysis, personal protection, crisis advisory, and emergency response.

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CAREER NOTES

35+ years across national security firms, regional leadership, and executive sales. Trained hundreds of sales professionals. Consulted from Chicago to Washington D.C. Active ASIS Chairman and IAHS Foundation Board Member.

EXPERIENCE – CONTINUED

VP of Business Development & District Manager

U.S. Security Associates, Inc. / Apr 2010 – Aug 2018 / Greater Chicago & Midwest

- Held multiple senior roles over 8 years — VP Business Development and District Manager for two branch locations.
- Drove new client acquisition growing Midwest market share; full P&L ownership for branch operations.
- As District Manager, owned recruiting, training, retention, compliance, uniforms, and client service.

Regional Manager — 3-State Territory

U.S. Security Associates, Inc. / Mar 1996 – Apr 2010 / Midwest USA

- Led all sales and operations across a 3-state region for 14 consecutive years — one of the company's longest-tenured regional leaders.
- Built a high-performing regional culture delivering consistently on client commitments and revenue targets.

Security / Sales Consultant & National Sales Trainer

Wells Fargo Guard Services / Aug 1985 – Feb 1996 / USA

- Ranked Top 10 of 125 national Sales Consultants; achieved #1 ranking, finished #2 and #4 in two additional years.
- Selected as national trainer for Branch Managers, Sales Leaders, and Executives across the country.
- Led national sales training seminars and 'sales blitzes' — the coaching foundation of a 35+ year career.

