



The [Life Safety Alliance](#) (LSA) is a not-for-profit organization whose members are current and former leaders with ASIS, ESA, CANASA, SIA, TMA, IFPO, and other security associations, as well as professionals within the security and life safety industries.

About LSA's Top 40 List

LSA launched this initiative in 2024 to promote greater objectivity, transparency, and rigor in the process of identifying influencers and thought leaders in the field of Security & Life Safety.

Several security “influencer” lists exist, and they all have value. However, they tend to be subjective. LSA’s list of thought leaders is based on measurable, verifiable criteria that includes articles published, speaking engagements, teaching roles, social media presence, volunteer positions, and other factors. We believe that these criteria come closer to reflecting true thought leadership in our industry and profession than subjective lists do.

Here’s our [2024 list of winners](#).

Each candidate can earn points from each of more than 15 categories. A proprietary algorithm will calculate a total score for each candidate. The top 40 scorers will appear on the final list!

How We Identify Qualifying Materials (such as published articles, podcast appearances, etc.)

We gather information for the relevant categories from LinkedIn, Google searches, and other open-source materials. However, we recognize that much of the information may not be publicly accessible.

How to Proceed

We ask two things of you:

1. **Would you like to be considered for the Top 40 list? If yes, please register at www.lifesafetyalliance.org/top40. All those who wish to be considered must register for 2025 by filling out the form at the link provided.** If you prefer not to participate, you can also let us know by completing the form. If you do not respond, it will be up to the discretion of LSA whether you will remain in contention. We may not compile your information if preliminary research indicates that it is unlikely you will score among the top candidates.
2. If you wish to be considered, please help us complete your profile by providing information that may not be available online. Once you are registered for consideration at www.lifesafetyalliance.org/top40, you will receive a secure spreadsheet where you can enter your accomplishments online at your convenience. Instructions for using the spreadsheet will be provided after you register. Please note that if you do not provide any additional information, we

may conduct research based on our criteria using publicly available information, subject to the caveat in paragraph 1, above.

Here's what we need from you if you'd like to participate. All information should be entered into the protected spreadsheet assigned to you after registration. Please provide URLs when available so we can validate submissions.

FOR THE PERIOD MAY 1, 2024 – APRIL 30, 2025, relevant to the related fields of security, life safety, and/or risk:

1. List all articles you have written that have appeared in publications
2. List all publications/productions, etc. (online, print, TV/radio, documentaries) in which you have been cited or quoted as a security/life safety expert)
3. List all books you have published
4. List all chapters of books you've contributed to
5. List all publicly released reports you have authored or co-authored
6. List your volunteer leadership roles with nonprofits
7. List all your advisory board or BoD roles
8. List postsecondary teaching positions you hold (e.g. adjunct instructor, assistant professor)
9. List any fellowships you hold with academic institutions, professional, or research organizations
10. List all post secondary courses taught
11. List all training courses you have delivered (excluding academic credit courses and internal training provided for your employer), including the time spent on each (e.g., training in EP, OSINT, security system design, de-escalation)
12. List all in-person presentations you have given at conferences, symposia, etc.
13. List all webinars in which you have appeared (same qualification as in #11, above)
14. List all podcasts in which you have appeared, either as a host or guest
15. List any blog posts you've published on professional sites
16. List any professional awards you have won

FOR THE PERIOD MARCH 1, 2025 – APRIL 30, 2025, relevant to security, life safety, and/or risk:

1. Please list any original posts you've made to LinkedIn.
2. Please list any reposts you've made on LinkedIn

These are just some of the factors we consider. **Please be aware that there is no fee or cost associated with this effort.** We hope to publish the results on our site and in professional security publications over the summer.

Registration for consideration closes on March 31, 2025. You will have until May 31, 2025 to submit your completed worksheet.

Thank you,

Top 40 Thought Leaders Committee

Life Safety Alliance

Becky Lane, Acting CEO

Joy Curtiss, Vice President, Marketing

Andrew Thorburn, Committee Chair