

PRESS RELEASE

FOR IMMEDIATE RELEASE

3SI and Wren Appoint Mike Lamb as Board Advisor, Tapping His Expertise to Enhance Security and Safety for the Retail Industry

Malvern, PA, September 10, 2024 — As a leading provider of cutting-edge security technologies to the Retail Industry, [3SI + Wren](#) is pleased to announce that Mike Lamb has joined our organization as a Board Advisor. Organized Retail Crime (ORC) significantly impacts retailers and communities, and Mike's expertise will enhance our commitment to supporting the retail sector in combating this pressing issue.

With over four decades of experience in loss prevention and asset protection, Mike is a recognized authority in the retail industry. He has held key leadership roles at global retailers like Kroger and Walmart, where he developed and executed strategies that improved operational efficiency, profitability, and customer experience by reducing losses and enhancing safety. His expertise lies in aligning loss prevention initiatives with broader business goals and driving robust programs without impacting profits.

As the owner of MLamb Consulting Services, LLC, Mike provides consulting services in asset protection, safety, and security to businesses nationwide. His strategic insights and leadership have left a lasting impact on the retail industry, earning him a reputation as a visionary leader who balances holistic business objectives with strong loss-prevention programs.

"This is a critical time for loss prevention, with retailers facing significant challenges daily. Bringing Mike's expertise and insights into our organization is vital for executing our innovation strategy and helping retailers better protect their locations, customers, and staff. I am pleased to welcome Mike as a Board Advisor," said Matt Kushner, CEO of 3SI + Wren.

"I am excited to join this organization as a Board Advisor," said Mike Lamb. "While familiar with their retail GPS solutions, I was truly impressed by how they integrate technologies to enhance security across all sectors. Contributing to their mission, knowing the profound impact it will have on the security industry, is an opportunity I could not pass up. I look forward to collaborating with this top-notch team and helping to create a safer world."

About 3SI, Wren, and Edge360

3SI + Wren recently merged with Edge 360 ([Learn More](#)). With over a century of combined experience in safety and security, 3SI, Wren, and Edge360 are leading global security technology providers. We deliver intelligent solutions to cover the complete crime cycle, encompassing video management services for identifying criminal activity, custom-built solutions designed to detect and deter crime, and advanced capabilities for tracking and apprehending criminals.

Embraced by over 10,200 law enforcement agencies, our unique solutions deliver crime intelligence directly to first responders and investigators, enabling swift actions leading to arrests and crime prevention. Physical Security Leaders trust our services across Enterprise verticals. Furthermore, 3SI's [CovertTrack](#) division actively provides local and federal agencies with custom-built solutions for proactive crime prevention.

Discover more at <https://saferworld.solutions/>.

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