

# RISK-BASED TARGETING

*Enhancing Border Management through Mass Data Analytics.*



## Versatile. Powerful.

*The targeting field is as multi-dimensional as it is rapidly evolving. The strategies, systems, and needs of passenger and cargo targeting must be customized and scaled to each government and stakeholder's needs.*

## BY THE NUMBERS

CT Strategies Leadership has been instrumental in developing and implementing risk-based targeting programs that annually screen:

**30 Million** Shipments

**350 Million** Travelers, including

**70 Million** Foreign Travelers, spending

**\$315 Billion USD** in the U.S. economy.

## Data at Work

**Data is everywhere.** The best organizations in every field- both government and private sector- use data to their advantage.

**Data is complex.** Not only must authorities gather accurate information from millions of data points – they need to use it to enhance secure, efficient trade and travel to support economic prosperity.

**Data is manageable.** CT Strategies understands what it takes to turn data into information – and information into results – by utilizing the latest advances in risk-based targeting.

## Gathering and Sharing Information

Long before people or things reach passenger checkpoints or cargo scanners, authorities need to know who or what is entering the country and whether a security risk is posed.

However, no single agency or private entity can do this alone:

- Advance data must be shared
- Stakeholder partnerships must be formed
- Technology must be leveraged

All while crafting solutions that comply with even the most complex legal frameworks worldwide.

# Proven Experience



The CTStrategies Team has been behind many of the risk-based targeting innovations that have transformed border management in the United States while adapting them to international stakeholders across the world. We deliver custom, appropriately scaled solutions that fit the operational and budgetary needs of each of our clients.

CT Strategies has proven experience:

- Brokering information-sharing agreements in the public and private sectors that manage risk while protecting sensitive data.
- Designing and implementing the U.S. government's most innovative targeting programs.
- Developing efficiency and capability metrics that can be adapted to various public and private sector stakeholders.
- Leveraging the latest targeting technology and streamlined processes.

## Team Snapshot

### **ALLEN GINA**, CO-FOUNDER

**Assistant Commissioner**, Office of International Trade, U.S. Customs and Border Protection

**Assistant Commissioner**, Office of International Affairs, U.S. Customs and Border Protection

**(A) Assistant Commissioner & Deputy Assistant Commissioner**, Office of Intelligence and Operations Coordination, U.S. Customs and Border Protection

**Director of Agency Coordination**, Border and Transportation Directorate, U.S. Department of Homeland Security

### **W. RALPH BASHAM**, PARTNER

**Commissioner**, U.S. Customs and Border Protection

**Chief of Staff**, U.S. Transportation Security Administration

**Director**, U.S. Secret Service

**Director**, Federal Law Enforcement Training Center

### **GERALD I. DEWEY, PH.D., PMP®**, SENIOR ADVISOR

**Director of Advanced Analytics**, Targeting & Analysis Systems Program Directorate, U.S. Customs and Border Protection

**Liaison Officer to the Joint Office of Program Management-Ministry of Interior**, Kingdom of Saudi Arabia, U.S. Department of Homeland Security

**(A) Director of Data Management**, National Targeting Center, U.S. Customs and Border Protection

**Director of Passenger Targeting**, Targeting and Analysis Systems Program Office, U.S. Customs and Border Protection

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**Chief of Staff**, Office of Field Operations, U.S. Customs and Border Protection

### **CHARLES BARTOLDUS**, SENIOR ADVISOR

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**Deputy Assistant Secretary**, Office of Policy – Resilience, U.S. Department of Homeland Security

### **EUGENIO GARZA, JR.**, SENIOR ADVISOR

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**Port Director**, Port of Laredo, U.S. Customs and Border Protection

**(A) Director of National Canine Programs**, Anti-Smuggling Division, U.S. Customs and Border Protection

### **BRETT LADUZINSKY**, DIRECTOR

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**Counselor**, Office of International Trade, U.S. Customs and Border Protection

**Senior Consultant**, National Geospatial Intelligence Agency, Booz Allen Hamilton