



**Marsha Newman**  
**Co-founder and President**  
**AMP, LLC**

Marsha Newman, co-founder of AMP, LLC has over 20 years experience in the alarm technology business working with customers at the Federal, state, county and municipal level as well as Fortune 100 companies. Previously, she was the President and Co-Owner of a company that designed and manufactured state-of-the-art computer-based physical security systems used throughout the world.

Under her leadership, the company was responsible for helping to create a market for high-level computer based security systems which continue to exist today. She led the program for testing and/or specifying physical security installations for various top level government agencies and many municipal, state and Federal correctional departments. She has also consulted internationally for the Norwegian Olympic Committee, Ministry of Interior in Great Britain and on physical security upgrades at Kensington Palace in London, correctional systems in the Caribbean rim and high-risk assets in the Arabian Gulf countries.

Marsha created the first and largest integrated physical security program for the transportation industry resulting in system-wide remote facilities electronically protected and installed by her products and employees. She was also integral to the implementation of the largest physical security program in The United States for a major municipal water system. In addition, she was instrumental in creating patented technology for the protection of entrance and egress points.

It was through her extensive security background and experience that Marsha, along with her husband Fred, conceived the groundbreaking approach to personal protection, OnCall Defender.™ With the introduction of mobile application technology platforms, such as the iPhone, they immediately recognized an opportunity to offer the highest level of security to individuals at a price that every smartphone user can afford.

Marsha has been published in *Corrections Today* and *Security Magazine* and she was the recipient of the international IFSEC award for best new security technology 1992. She holds a BA in General Studies and Education with honors from the University of Michigan.