

ASIS 2024, Rhedonda Cox Bio:

Rhedonda Cox enjoys an illustrious career in security and technology and is currently the South-Central Regional Sales Director for BriefCam, the world's pioneer and leading AI/Video analytics company. However, you may be interested to know she started her career out of college in the fashion industry and advanced to an executive level merchant for top retailers such as Zales and TJ MAXX and spearheaded a major sportswear company in NYC- during 9/11.

When she began her career in security and technology ten years ago in order to stay closer to her family, she landed a position with the top-commissioned security guard company in Houston, SEAL Security. While there, she helped build a fleet of mobile camera security units, which was so novel then that she was featured three times in SDM magazine, local media, and other publications. From there, she joined Johnson Controls (JCI), managing top companies and securing new logos. Eventually, drawn into the new nanotechnology arena, becoming VP of start-up company CBOND (now Texas Glass Armor). Chemical nanotechnology developed in collaboration with Rice University's NanoScience and Mechanical Engineering Departments. When applied to glass as a system, is UL certified to stop bullets (and forced entry, bomb blasts, natural disasters). An innovative technology she learned about while being a mom and PTO chair at the top-rated Houston Barbara Bush Elementary School; where she would help the former first lady when she visited the children, including her own. Rhedonda led the company to become one of Houston Biz Journal's Top Entrepreneurial Companies of 2020 Award Winners. Rhedonda has been featured in Window Film Magazine and US GLASS publications and is a local, national, and international speaker on security solutions and ballistic-resistant design.

Rhedonda is now doing her her part to make the world safer and more secure, and more efficient using the hottest technology trend today - **Artificial Intelligence (AI)**. Rhedonda says she was ecstatic at the opportunity to join BriefCam, having learned about Briefcam capabilities during her tenure at JCI. BriefCam is the pioneer and World Leader in AI/Video Analytics for almost two decades, solving some of the world's highest-profile criminal cases with its patented technology, including - the Boston Bomber and the Smollet Case in Chicago. Briefcam continues to evolve, possessing the industry's most accurate, advanced, and robust alerting and research capabilities today.

Rhedonda is also a member of ASIS as an ambassador and committee member, helping draft a published white paper on active assailant preparedness and workplace violence. She serves her local community and has been selected to every Katy ISD BOND committee since 2017. She also serves numerous other professional and volunteer organizations, locally and nationally. She loves sports, music, art, cultural events, animals, reading, and good food and wine. She has two beautiful children. Her son, Rhett, is a second-year pre-med honors student at Baylor University and on their varsity crew and rugby teams. Daughter Rheilyn is a senior in Katy ISD, an athlete and scholar, and has accepted her Letter of Appointment to attend WestPoint this fall.