

# Leaders Innovators

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LAWRENCE TECHNOLOGICAL UNIVERSITY



**KEVIN LASSER:** Chief Executive Officer of Encryption Security Solutions and Pure Entropy Technologies in Orion. Lasser has 25 years of experience in finance, IT security, and business building. As CEO and overseeing both operations and sales and marketing, he leads efforts to position his companies as world-class providers of encryption solutions to commercial concerns and government/military installations. In 2008, the companies were nominated for Automation Alley's emerging IT company of the year award. Lasser was previously president and founder of Sage Financial Corp. which raised more than \$220 million for businesses and was consistently ranked among the "Top 10 Money Finders Group" by organizations such as GE Capital, Pitney Bowes Financial, and Maryland National Financial. Lasser cofounded his first business, Lease U.S., Inc., an equipment leasing brokerage house, after positions with what is now National City Bank and Dana Commercial Credit. He is secretary of the Michigan Homeland Security Consortium and chairs the group's IT subcommittee. He also serves as director of the security group for Automation Alley and the Information Systems Security Association-Motor City. He received his bachelor's in finance with high honors from the University of Michigan School of Business.

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**WHERE BORN:** "Detroit."

**MOST INFLUENTIAL PERSONS:** "My mom and my wife. My mom because she would light up a room; she had that magical thing. My wife; when it comes to patience and loyalty, no one I've ever known has had more."

**LAST BOOK READ:** "*The Beatles Anthology* by John Lennon, Paul McCartney, George Harrison, and Ringo Starr."

**WORDS THAT DESCRIBE ME:** "Honest, direct, hard working, and fun."

**WHERE MY FIELD/INDUSTRY IS HEADED:** "Up, up and up. It's really cyber security that we're in. Businesses cannot afford not to protect electronic information. The cost of not protecting is too high. It's very affordable to fix and protect. From a government and military perspective, information is available everywhere, and breaches are well known. We're one of the few firms in a growing industry."

**FAVORITE TECHNOLOGICAL GADGET:** "My 'Ramie' button on my cell phone. Ramie's my business partner. He's our CTO and I don't have to know anything technically. I just press my 'Ramie' button when I need to know something technical."

**FAVORITE PLACE:** "My deck at home. I can relax there and listen to the kids play. I love it even in the wintertime. It's next to my favorite tool, my barbecue."

**FAVORITE HOBBIES:** "Golf, boating, smoking cigars."

**FAVORITE FOOD:** "Fried chicken."

**MY HIDDEN TALENT:** "When I was a kid, I used to win ping pong and chess tournaments. I also can do complex math equations in my head without the use of paper."

**HOW I WANT TO BE REMEMBERED:** "Best dad and uncle ever."