



# OWNERSHIP

Iron Gate Public Safety is a new company founded and owned by Kevin Scholz. We invite you to view his bio so you know who you will be working with.

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## **Kevin Scholz**

**CEO and Founder**

Kevin Scholz was the CEO and Founder at Advanced Hires. Kevin has a unique background consisting of law enforcement and an explosive results-oriented business career ranging from entry-level sales to CEO, along with



Directors for the state's largest business district. Kevin is also on the Board of Directors for the Autism Society of Southeastern Wisconsin. He holds an Associate's Degree in Police Science, a Bachelor's in Business Management, and a Master's Degree from Marquette University in Leadership, along with an emphasis on Research Methods. Kevin speaks at various colleges/universities and businesses throughout the Milwaukee area on many issues ranging from resumes, motivation, proactive selling, preparing youths for the right career, and many others.



clients, revenues, budgeting, compliance, growth, branding, marketing, content, social media, research, event coordination, network functions, boards, committees, records, projects, analytics, market research, websites, negotiations, dispute resolution, benefits, human resources, admin, policies/procedures, goals, charitable giving's, compliance, legal, and support and mentoring of the employees and partners. Kevin was responsible for all the back-end support at Advanced Hires, technical, systematization, databases, recruiting tools, training, legal, contracts, and negotiations. Kevin is also directly responsible for various placements as a hands-on recruiter and therefore is skilled at hiring and retaining new Public Safety Officers.



See his [LinkedIn profile](#) for more details.



## Video Testimonial About Kevin

### **Kevin Scholz Invests In People**

Iron Gate Public Security CEO and Founder Kevin Scholz has worked hard in the safety and security industry and is driven by results and mutually beneficial business relationships.

Clients and candidates alike can recognize the dedication, passion, and knowledge Kevin brings to the table.



- Founder and CEO of Advanced Hires.
- Advises and serves the Governor for the State of Wisconsin Autism Counsel
- Former President at a Global Organization
- Mayor appointed Director for Wisconsin's largest business district.
- Director (Board of Directors) at St. Thomas More High School Technology Committee.
- Demonstrated action-orientated capable leader with 75% – 1,000% + business growth in all ventures.
- Explosive growth results on shoe-string budgets.
- Ranked Sixth in the Nation in Sales (Fortune 500 company)
- Successfully rolled out a brand-new product in competition against a billion-dollar competitor with exclusive market share, resulting in over 1,000% sales growth.
- Instrumental in successfully introducing an industry's first-ever cloud solution for radar speed signs. Master's Degree in Leadership (Marquette University, 4.0 GPA).
- Former Chairman of the Board of the Administration of Criminal Justice outreach task-force at Marquette University.
- Sixteen years of Law Enforcement experience.





Kevin has launched many new industry-first products, solutions, and business strategies in the electronic weapons industry. Throughout Kevin's business career, he successfully achieved significant revenue growth (75% – 1,000%) in all territories/companies, oftentimes on shoestring budgets. Kevin's employee and management roles consist of executive-level leadership, management, upper management, training, sales (pre/inside/outside), sales operations, building sales teams, account management, business development, building new territories, product development and management, project management, innovation initiatives, launching new products, branding, marketing, market research, research & development, strategy, consulting, and C-level/president.





Kevin Scholz helps MATC students launch their careers by acting as a mentor and guide to MATC students. Kevin assists by dedicating his time, reviewing resumes, and helping students find jobs. By encouraging and supporting young talent, Kevin “gives you room to express yourself” and “...is very, very dedicated”. Kevin Scholz is honored to help cultivate future IT careers.



Kevin Fund” that involved raising money and later involved door-to-door sales of old toys, later growing into a snow removal operation that generated thousands of dollars by the age of 14. Kevin was also an Assistant Paperboy with the Milwaukee Journal Sentinel at the age of 10. In 1995, at the age of 15, Kevin started at McDonald’s as an entry way into some type of employment experience with an employer, busing and walking to a 30 hour per-week workload at \$4.25 per-hour pay on top of playing high-school sports. In 1996, as a high-school sophomore, Kevin later took an opportunity at K-Mart, where he remained loyal, consistent, and reliable for three years, during which time was promoted as the youngest supervisor at the store. Kevin graduated Thomas More High-School in 1999.

### **College and Law Enforcement Preparation**

From 2000 – 2002, in preparation to pursue his passion as a Law Enforcement Officer and maximize his ability to become a Police Officer, Kevin enrolled at MATC as a student of Police Science, completing an Associates consisting of 71 credits over four semesters while earning a 3.8GPA, while completing all state certifications for Law Enforcement academy completion, while tutoring many students, while living on his own and supporting himself entirely, while at the same time, remaining loyal and succeeding at three security position (all at the same time) at: Aurora Health Care (Security Officer), Milw-metro Public Safety (Lieutenant), and Greenfield Police (Auxiliary Police Officer), which among the three included security



years. The experience gained over these two years was significant for so many reasons, including interacting with and resolving conflict with those of nearly every age group, economic status, profession, and background.

## **Getting into Law Enforcement and the Transition out**

In 2002, at the age of 21, the youngest age possible for Law Enforcement appointment in the State of Wisconsin, Kevin's reputation and references earned him an appointment as a Deputy Sheriff with Milwaukee County Sheriff's Office. He was unanimously elected as Class President among 34 fellow trainees/classmates. He became a top graduate of the 2002 Milwaukee County Sheriff's Academy in many areas. From 2002 to 2004, Kevin gained extremely valuable experience working in the Milwaukee County Jail (trained in over 20 areas, including sole supervision of 64 Felons for full shifts with no weapons or barriers) and Interstate/Highway Patrol experience. Kevin was promoted as a Special Management Deputy Sheriff that involved specific assignment as a Deputy Sheriff working with those with special needs. He was the youngest Deputy ever to have assumed the role as Special Management Deputy Sheriff. In 2004, while in competition with hundreds of applicants for many "difficult to get" patrol opportunities, Kevin was offered several positions, later accepting a very highly sought after position—also third highest paying Patrol opportunity in the State of Wisconsin—which offered a better opportunity for his family. Even with one of the best Patrol opportunities in the State, Kevin realized that his



## **Education**

In 2005, Kevin answered his calling and left an excellent and secure Law Enforcement position for a 100% commission sales opportunity with ADT Security Services. At ADT, Kevin was promoted twice within two years and consistently led the departments in sales, finishing sixth in the nation in sales. During this same two-year period (2005 – 2007), while supporting his family, Kevin also earned a Bachelor of Management Degree from Ottawa University with highest honors.

## **Advancing in the Corporate World**

In 2007, now with two years of corporate success and a Bachelor's Degree, along with newly discovered talents, Kevin went on to become the face of a publicly-traded company in the government industry, traveling extensively to 41 states and gaining a whole new perspective and new experience. This experience included 2007 – 2009 (Stinger Systems), a public traded company that marketed and sold electronic weapons to the Government. Kevin was initially responsible for all business operations across 16 states and was later promoted as the Director of Sales. All accomplishments were on a shoe-string budget. Unique sales, marketing, & market penetration strategies resulted in over 1,000% national growth (nearly immediate) for this multi-million-dollar public traded company's flagship product while in competition against a billion-dollar competitor who had exclusive market share, clients later calling the decision a "no-brainer" through proactively



that effectively reached over 20,000 law enforcement agencies at virtually no cost to the company, resulting in hundreds of immediate new inquires. Kevin never personally lost an opportunity to the market leader once at the presentational stage. Kevin was recognized as the “face of the company” and pictured on the Websites, marketing materials, & PR events. Kevin created the entire selling cycle by writing and implementing a sales protocol manual from scratch and implemented it across all territories. During this time Kevin traveled all over the United States to host luncheons, present at trade-shows, offer training, conduct experiments, & coordinate/conduct presentations to some of the largest government agencies around. Kevin created, implemented, & maximized the use of Webinars to reach remote areas. As an in-depth user of the solutions and Master instructor, Kevin worked across departments to see through product improvements while training end-users and instructors. Kevin later blew the whistle and resigned due to ethical reasons and was subsequently described as a “Hero” by many in the Law Enforcement community.

By this time, Kevin’s career escalated to a whole new level. He became a consultant with sales/marketing/market penetration responsibilities for clients that offered solutions to the government market. The primary focus was new product launch. Clients consisted of a large aerospace company and a reputable in-vehicle computer/digital video system manufacturer. Unique strategies were implemented and resulted in almost immediate national



great success.

## **Continued Advancement in the Corporate World. And Higher Education.**

By this time, in 2010, Kevin decided that the most effective strategy to become more rounded and whole as an individual, family man, and in his career, was to put significant focus on obtaining a Master's Degree in Leadership from the most prestigious University in the State of Wisconsin, Marquette University, later graduating in 2013 with a 4.0GPA. Therefore, during this time (2010 – 2013), Kevin excelled as the Midwest Sales Manager at All Traffic Solutions while attending school.

# Testimonials for Kevin



**Kevin was extremely professional and honest**

I worked with Kevin on a significant purchase a few years back. Kevin was extremely professional and honest. Integrity is such an important trait and Kevin shines [with it].”.

— Jody Ward

*Chief of Police City of Wisconsin Dells*



“We hired Kevin to help us strategically plan and recruit back-of-house and front-of-house employees and they did a phenomenal job. **From**



success with that aspect of their business.”

— *Julio Maldonado*  
*Restaurant/Night Club Owner*



**“Kevin always handled himself in a professional manner.** I had the pleasure of working with Kevin on a few occasions for purchases while he was with All Traffic Solutions. Kevin always handled himself in a professional manner, yet also added the personal and friendly approach, which made it very enjoyable to do business with him.”

— *Matt Udelhoven*  
*Police Sergeant City of Elgin, IL*





“Wants to see you succeed! Kevin goes at a million miles a minute, but he is a pleasure to work with because **he is so dedicated to whatever he’s doing**. He puts everything into what’s he’s doing; and that’s from the minute he wakes up to the minute he goes to bed.”

— *Joe Medrano*  
*District Manager Aramark*



**“Regardless of the obstacles – I could ask Kevin anything and he would find a way to get it done,**



*Retired Police Chief Town of Whitewater*



“Qualities of a natural leader! Kevin will be coming to you with the qualities of a natural leader: **genuineness, intelligence, and integrity.**” I recommend Kevin and Iron Gate Public Safety

— *Bo Dietl*

*Chairman & CEO Beau Dietl & Associates*



**“Kevin is focused, hardworking, smart, and knowledgeable** about things that are often overlooked. Kevin gives back in many philanthropic ways with his overall organization, which I believe reinforces our sense of purpose as we do more for the community. He’s just a great guy who loves people, loves business. He’s working very, very hard to keep going to the next level and taking talent to the next level as well.

— *Terrell Morgan*  
*Community Leader*





very hard to get somebody to dedicate his time and effort to help. I'm very comfortable with Kevin. He goes in-depth with your experiences and background."

— Idawu

Student — MATC



**"I personally found Kevin to be positive, knowledgeable, friendly, helpful, dependable, and trustworthy.** Kevin is of high integrity and always took ownership – delivering exactly what he promised. He has an excellent perspective as a positive outside-the-box thinker who also valued my suggestions and feedback. Kevin possesses the traits in the industry for which all should strive."





solutions and working toward a master's degree and raising a family, Kevin took complete ownership of Sales & Marketing responsibilities across 14 states including direct sales, channel, distributors, and independent reps for a cloud and product solution with millions in sales. Strategies were extremely effective and replicated across other territories. Kevin developed and applied unique sales/marketing penetration tactics across these 14 states for an industry-first cloud-based traffic solution (with reoccurring annual), resulting in 400% growth that helped establish the company as the industry leader. Kevin identified new terminology while carving out company uniqueness in visually bringing to life a cost-analysis value system that compared the OLD way getting it done with the NEW way in such a way that was effortlessly received, resulting in computer-challenged decision makers calling the purchasing decision a "no-brainer" which was also conveyed in a new proposal system he designed. Kevin integrated prospects & existing customers in the coordination of large luncheons/seminars, resulting in nearly 100% persuasion rate among attendees, along with continued presentation improvements through unique needs-analysis sign-in surveys he designed. Kevin proactively sought & drafted the best and most-used testimonial while encouraging specific Google AdWords, resulting in hundreds of new inquires. He successfully implemented several custom projects – always looking beyond the obvious. Kevin translated management's strategic objectives into territory specific workable sales strategies. Kevin marketed, & promoted the most effective



In 2014, Kevin was appointed as the Chairman of the Board of the graduate level Administration of Criminal Justice program at Marquette University tasked with improving student enrollment. He also designed a master's level Sales course for Marquette University at their request.

In 2015, Kevin was appointed to a three-year term by the Mayor as a Director on South 27th Street, the State of Wisconsin's largest business district, where he remains actively engaged to this date, also serving as the Chairman of the Safety Committee. Kevin was reappointed to another three-year term in 2018.

At this point, in 2015, given Kevin's extensive and diverse experience and education, Kevin's career escalated toward an opportunity that blended law enforcement experience, a diverse background, education, and the level of corporate experience. He was promoted to the highest level possible at the company – President of Vistelar, a world leader in verbal de-escalation thousands of instructors. While at Vistelar, Kevin applied much of what he has done before in many ways and in addition, he branded the overall message and set a new focus and priorities as a "total conflict prevention and management solutions provider." Kevin significantly increased the number of testimonials, client lists, and exposure in the marketplace. By systematizing various processes and initiatives throughout 2015, Kevin saw through more project accomplishments than all prior years while maintaining



At this point in 2010, Kevin decided to apply everything he has learned and experienced toward his very own company. Kevin had many ideas and opportunities in the works, however, his now spouse, Tina Rock, wanted to go out on her own in the Recruiting & Placement space. Starting a Recruiting & Placement firm would enable Tina Rock to maximize her strengths and have the flexibility she so very desired. And here, Advanced Hires was born.

Advanced Hires has now become a recognized leader in its involvement in preparing young professionals. Advanced Hires is considered a rapidly growing placement firm.

Kevin is most well-known for developing unique strategies to achieve big results. Kevin's style is that of a very direct, no-nonsense, down-to-earth type of individual. Kevin is also a guest speaker on many topics and is consistently asked by dozens of organizations throughout Milwaukee to speak at and/or attend many important functions. Kevin strongly believes in the continued blend of continued academic learning combined with real life experience.

Having hired, trained, and mentored many business professionals of all sorts, Kevin emphasizes personal responsibility, ownership, accountability, and integrity. Kevin has a "make it happen" and "find a way" mentality, despite any limitations. Kevin believes that honesty and integrity are the most important attributes that every employee must have. He is a firm advocate of what he





Kevin contributes, volunteers and donates to many causes within the community. He offers free resume critiques to anyone in law enforcement or the military, including their families. As mentioned above, he sits on many boards. In 2019, Kevin was appointed by Governor Evers to serve and advise him and his office on Autism matters as part of his duties on the State of Wisconsin's Autism Counsel. In 2019, Kevin was appointed as a Director on the Board of Directors with the Autism Society of Southeastern Wisconsin.

### **Attitude is Everything**

It's all about demonstrating a "can do" attitude according to Kevin. Kevin continues, "Always work towards demonstrating a capacity to succeed. And most importantly, never put your career above your spouse or children." Kevin states that the most important thing in life is making a difference in others' lives and helping others see their own life through the very lens that can identify strengths and ways to maximize those strengths, focusing more on maximizing strengths.



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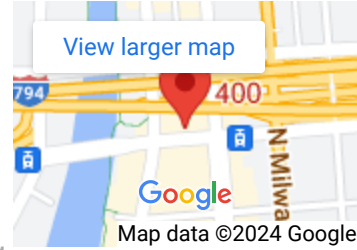


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