Rob Zivney

Vice President, Business Development
Hirsch Electronics

After serving as VP of Marketing for Hirsch for 14 years, Mr. Zivney was appointed VP Business Development to focus on industry and government initiatives for Identity Management and next generation IP based Physical Access Control Systems. In this roll he drives the strategic planning, alliances, marketing communications, pricing, and associated vertical market programs including Hirsch's flagship Government Programs Group. His career in the security and building controls industries spans 35 years, and his expertise covers access control and intelligent building systems including the integration of environmental, lighting, fire and security systems. Prior to joining Hirsch, Mr. Zivney held positions with CSI Control Systems International (now Schneider), MCC Powers (now Siemens), and Honeywell.

Mr. Zivney is on the Board of Directors of the Security Industry Association (SIA), and serves as SIA's chair of the Personal Identity Verification Working Group. He has been active with both SIA and the Smart Card Alliance in providing practical input to NIST regarding PIV standards, and has testified before Congress on behalf of the physical security industry regarding HSPD-12/FIPS 201.

Further, he is active in standards activities with SIA for OSIPS (Open Systems Integration and Performance Standards), ASHRAE/BACnet, NMSAC for TWIC reader spec, RTCA 207 for Airport Security Systems, and is Vice Chair of the Security Industries Standards Council. A sought-after industry speaker, his opinions and market outlook are often quoted in the industry trade. He holds a Bachelor of Science degree in Electrical Engineering from the University of Texas at Austin.