A Disruptor’s Approach To Loss Prevention
Unintentional Disruption
Presenters

Michael S. Mershimer
President, Brand Standards & Compliance
linkedin.com/in/michaelmershimer/

Tony Boncore
Sr. Director
Client Development
linkedin.com/in/tonyboncore/
“To be a disruptor is to create a product, service, or way of doing things which displaces the existing market leaders and eventually replaces them at the helm of the sector. Disruptors are generally entrepreneurs, outsiders, and idealists rather than industry insiders or market specialists”

Benefits of Being Disruptive
• Reduced Payroll and Expenses
• Increased Visit Frequency
• Improved Culture
• Increased Case Resolution
• Reduced Shrink Dollars
• Annual Sales Increase
• Profit and Loss Improvement
• Internal Team Productivity
In the past 30 Years LP results have not changed significantly
These Work?
Loss is a holistic problem

- **Inventory Management**: Mismanaged Markdowns, damaged goods, or waste not accounted for
- **Reporting and Accounting**: Accounting for proper capture of Omnichannel Sales
- **Customer Management**: Focus on CX results in loyalty, retention, revenue and satisfaction
- **Point of Sale**: Cash Loss, Mismarked or changed product, Discount Abuse
- **Employee Management**: Recruiting, Hiring, Training, and Retaining employees that care
Clear Thinking

Lose

Sell
Your Bigger Problem

80% | Focus Here
20%
Change Your View

1. THINK!
2. Operate smaller
3. Accountability
4. Leverage a third party service provider
5. Clear Thinking Group
6. Change from Loss Prevention to “Profit Protection”
7. Measure all Metrics that erode Profit
8. IntelliShop
"Create an approach, or way of doing things which displaces the existing market leaders..."
Michael S. Mershimer
President, Brand Standards & Compliance
IntelliShop
Wilmington, North Carolina

LinkedIn Profile

Leadership

Experience: 30 + Years

Specialties: Loss Prevention, Security Management Consulting, Investigation, Franchise compliance, Audits, Mystery and Integrity Shopping

Sector Specialties: Retail, Restaurants, Hospitality, Corporate

Michael Mershimer has held Senior Executive positions with Allied Domecq Quick Service Restaurants (Dunkin’ Donuts, Baskin-Robbins, Togo’s Eateries), Auto Palace, Bath & Body Works, and Carlton Cards Retail, Inc.

Over the past thirteen years, he has created and managed loss prevention and Royalty Assurance programs for several of America’s Favorite Brands, including Quizno’s Sub, Mrs. Fields Famous Brands, Papa Murphy’s Pizza, Friendly’s Ice Cream, and others.

Mr. Mershimer is a Licensed Private investigator, and has been an active member with the American Society of Industrial Security (ASIS), the National Restaurant Association’s Internal Audit and Loss Prevention Executive Study Group’s, where he has served as past Chairperson for both, the Association of Certified Fraud Examiners and National Food Service Security Council, where he has served as a member of the Board of Directors.
Leadership

Tony Boncore
Sr. Director Client Management
IntelliShop
Charlotte, North Carolina

Experience:
20 + Years

Specialties:
Brand Standards Compliance, Profit Protection Strategy; Loss Prevention/Assets Protection; Crisis Management, Consumer Behavior; Retail/Restaurant Operations – Omni-Channel

Sector Specialties:
Retail, Restaurants, Hospitality, Corporate

With over 20 years' experience Tony had the opportunity to work for Fortune 50 businesses and has consulted with many of the top National restaurant chains. He has held leadership positions at Target Corporation, Belk Department Stores, Steritech, and Restaurant Technologies Incorporated. In his professional career he has been responsible for assisting in or leading the design and roll out of full-scale company programs.

Tony's expertise focuses on consumer trends and behavior, Retail and Restaurant operations including Omni-Channel methodologies; Profit Enhancement procedures including location based operations, loss prevention, safety and crisis management.