

# alumni profile



## Samier Mansur '03

### Helping Bullis and other communities “Live Safe”

It still amazes Samier Mansur how a friend's unfortunate incident became an incredible business opportunity. Samier's friend Shy Pahlevani was mugged in Washington, D.C., and after discussing the incident they agreed that there had to be a way to allow people to report crimes easily, discreetly and in a way that would benefit others. Samier's keen eye for design coupled with Shy's technology background created an ideal platform to join forces and create LiveSafe, an Android and iOS mobile safety app.

Bullis is one of the first secondary schools to sign on with the system. The easy-to-use app allows police and school authorities to communicate directly with students and other users to disseminate information about accidents and crime on campuses. Through iPhone and Android devices, students can report GPS-tagged information with pictures, video and audio clips. Safety officials can respond to students via a Command Dashboard using a real-time two-way chat, or

investigate further using the information provided by users. “Everyone wants to do the right thing,” says Samier, “and by making it easy, the app allows people to become a part of the community's safety solution.”

Samier co-founded LiveSafe in 2013, and the company has become one of the fastest growing start-ups in the region, with board and corporate advisors that include media mogul Barry Diller and Chelsea Clinton. Today Samier leads community engagement efforts and works closely with the product team to develop features to keep LiveSafe users safe and empowered.

Samier always had an interest in peace-keeping and conflict resolution. After college, he worked for a defense contractor that supported coalition objectives for peaceful outcomes in Iraq and Afghanistan. He attended James Madison University, where he coordinated events for global peace and non-violence. He graduated in 2007 with a degree in

international relations and minors in economics and religion.

In 2010, Samier moved to Bangladesh where he worked in development for a local economic consulting firm and as a consultant for the U.S. Agency for International Development. “While living there,” Samier says, “I noticed challenges with safety and security and I wanted to do something that could help solve and prevent crime in the area.” Perhaps without realizing it, Samier had discovered the passion that would direct him to the next step in his career.

Not long after Samier returned from Bangladesh, the idea for LiveSafe began to take shape. A key element of LiveSafe is to empower users. With the SafeWalk feature, users can invite someone to virtually walk them to their destination. The LiveSafe team hopes their feature will allow users to walk more confidently on campus at night, for example. The app also has an icon for a user to directly call 911.



*From far left, Samier Mansur's 2003 Roll Call yearbook portrait; Samier '03 in front of the LiveSafe display with students Harry Kaplan '19, Sierra Leonard '19, Alexis Leder '19, Dominique Monincx '19, Nyah Hall '19, Grace Gibson '19, Raquel Wetzler '19, Rosemary Frohn '19, Caroline Martin '19, Mira Fink '19 and Drew Katz '19; Samier meets with fellow mentors Jon Isaacson '89, left, and Jason Shrensky '91; Samier and Director of Security David Beurger test the LiveSafe app's connection with the School's dashboard.*

Last fall, Virginia Commonwealth University was the first school to implement LiveSafe, and in only one year they have reported a 40% decrease in campus crime. LiveSafe quickly expanded to other area colleges including Georgetown University and the University of Baltimore, and to schools and sports stadiums in 19 states.

Bullis implemented LiveSafe this fall and uses it to communicate efficiently during safety and weather emergencies. “LiveSafe is an innovative tool that we are proud to roll out to our campus,” says Director of Security David Buerger. “In addition to providing two-way communication between users and the security team, the app also provides an electronic platform for the placement of emergency plans. It is efficient and easy to use.”

Looking back on how Bullis prepared him, Samier recalls his art classes with Mrs. Deborah Donoghue, who still teaches art today. “Mrs. Donoghue cultivated and encouraged my sense of creativity

which I continue to use on a daily basis,” he says. “Considering how graphics and other design elements interact with each other to create an intuitive experience for our users is very important in my work today, and something I’m grateful to have learned from her.”

LiveSafe has a promising future. Media outlets like “Good Morning America” have already presented stories about its innovative platform. Recently, The White House and Congress have discussed holding schools accountable for crimes that take place on their campuses. “A tool like LiveSafe can empower students and schools to work together to ensure safety on campuses,” says Samier.

“Having LiveSafe implemented in the daily life of my alma mater is surreal and wonderful,” says Samier. “It means a great deal to have Bullis support LiveSafe and it feels great to give back to a place that has given me so much.”

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—Samier Mansur '03