

Investigator Entrepreneur; Paul Cicarella Jr. LPI

Paul Cicarella Jr. grew up in East Haven, Connecticut and attended local area schools. During high school, he was a dedicated multi-sport athlete who excelled on the wrestling team and continued to wrestle in college. Following college, Paul became a wrestling coach at East Haven High School for about 10 years. He was genuinely passionate about the high school wrestling team and focused on each student's foundation as a person as well as an athlete. He also started East Haven's first youth wrestling clinic. During this time, criminal justice piqued his interest and he began to work at an investigative agency, Benmar Investigations, where he learned the basis of investigations and tactics in the field. He was enthused about the criminal investigation field and translated his passion for investigations into law enforcement for the State of Connecticut. Following his time with the Department of Corrections, he developed a drive to be an entrepreneur and established his own private investigation agency, Advanced Investigations, LLC. in 2009, making him the youngest licensed investigator in the state of Connecticut. In total, Paul has 16 years of investigative experience. His agency focuses on a wide variety of cases including criminal, personal injury, domestic matters, and loss prevention. His agency services local and national businesses including state and local municipalities. Advanced Investigations, LLC has offices in New Haven, Bridgeport, Westport, Waterbury, West Hartford, Guilford, and Stratford. Paul is the owner of PCC LLC and Advanced Installations, an alarm and security company specializing in CCTV cameras, servicing Connecticut. Paul recently merged with Advanced Total Protection (ATP) which provides better service to his loss prevention clients. Paul is the president of CT Private Investigators Association (CPIA), Region 2 Director of National Council of Investigation and Security Services (NCISS), a member of the Fraternal Order of Investigators (FOI), World Association of Detectives (W.A.D.), National Defender Investigator Association (NDIA), American Society of Trial Consultants (ASTC), Business Network International (BNI) and Better

Business Bureau (BBB) and affiliated with the Fairfield Bar Association (FBA).

In 2017, Paul was a recipient of the MADD Community Service Award and was inducted into the *East Haven Alumni Association Hall of Fame* for his success on the wrestling mat.

Paul is a resident of North Haven, Connecticut along with his loving wife, two children, and their bulldog. Paul enjoys spending time with family and friends and volunteering his time with organizations such as MADD, the Cystic Fibrosis Foundation and North Haven Town Committee. He provides pro bono services through Advanced Investigations for child related case i.e.: missing person and child exploitation.

PI Magazine: Give a short background on the company's principles.

Paul Cicarella, Jr.: Advanced Investigations prides itself on its professionalism, honesty, integrity and reliability that delivers outstanding results with exceptional communication. We strive to prove that private investigations is a true profession and to combat the stigma that comes with the idea of a private investigator lurking behind the bushes in a trench coat. Ways of combatting the stigma include having multiple professional offices and all our staff always dressed in business attire unless undercover.

PI: What is unique about your agency?

PC: Advanced Investigations is able to service a wide scope of clients utilizing the strengths of having a diverse demographic of investigators on staff. Our investigators range from 24 to 64 years of age with unique backgrounds and life experiences. We have investigators who hold Masters' degrees in Criminal Justice to retired FBI agents who ran offices managing over 100 agents. With this experience we are able to handle any type of case from undercover assignments on college campuses to missing persons/murder investigations and everything in between.

We invest in state-of-the-art technology and continuing education to maintain quali-



fied investigators, which allows Advanced Investigations to handle a wide range of cases from debugging government buildings to open source data recovery.

Types of continuing education and training:

- Monthly training on all types of topics. For example, surveillance tactics, interviewing techniques, building code violations, body language and open source due diligence to name a few.
- Webinars
- REI (Research Electronics International)
- Conferences put on by associations such as NCISS, NDIA, etc.

PI: What are your investigative specialties?

PC: Advanced Investigations specializes in bug sweeping utilizing the latest equipment/training from professionals at REI. We also specialize in litigation support for personal injury, criminal, family and trial consulting as well as solving unique problems and issues with the help of experts in their respected fields.

PI: Who were/are your mentors?

PC: I was lucky to have numerous mentors who have helped me both personally and professionally. My wrestling coach, Darryl Delia, taught me many valuable life lessons. He instilled me with the knowledge that through discipline, commitment and hard work anything is possible and all goals are achievable. Never stop working hard and striving to better yourself each day, stay humble treating everyone with respect.

I was fortunate to have been introduced to the P.I. industry at a young age learning valuable lessons which helped me develop into a young respected professional. **Ben Frosceno** owner of Benmar Investigations, East Haven, CT, taught me how to use past life experi-

ADVANCED INVESTIGATIONS, LLC

Headquarters: 365 I Main Street, Suite 201, Stratford CT 06614

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Years in Business: 10

Number of Employees: 12

Licensed In: CT

Investigation Specialties: Litigation support (Criminal, Personal Injury, Family, Trial Consultant), Skip Tracing/Missing Person, Counter Intelligence (Debugging), Opposition Research/Due Diligence, Surveillance, Loss Prevention, Executive Protection

Company Motto: GET ANSWERS!

Association memberships: President of CT Private Investigators Association (CPIA), Region 2 Director of National Council of Investigation and Security Services (NCISS), a member of the Fraternal Order of Investigators (FOI), World Association of Detectives (W.A.D.), National Defender Investigator Association (NDIA),

American Society of Trial Consultants (ASTC), Fairfield Bar Association (FBA) (affiliation), Business Network International (BNI), Better Business Bureau (BBB).

Website: www.advancedinvestigationsct.com/

Facebook: www.facebook.com/AdvancedInvestigationsCT/

Twitter: twitter.com/WeGetAnswers

Instagram: www.instagram.com/advancedinvestigationsllc/

LinkedIn: www.linkedin.com/in/advancedinvestigations/



Paul working on case files

ences and social dynamics to assist in my investigations. George Lemieux of Lemieux & Associates, LLC of North Haven CT, taught me how to market myself and grow my business. Both investigators specialize in different areas, but under them, I was able to master my craft.

PI: What changes have you seen in our profession since you started?

PC: I started in the field back in 2003 and have seen the changes rapidly evolving in technology. Specifically the growing number of database resources, equipment, and investigative techniques as well as the constantly changing state and federal laws that affect private investigators. On my first surveillance, I remember using a camera comparable to the size of a VCR and now Advanced Investigations is utilizing covert cameras concealed in the button of a shirt.

PI: What has been your most successful marketing tool?

PC: By providing a great quality product, with even better communications, we've been able to thrive by word-of-mouth. Our peers are one of our best marketing tools. We are members of numerous associations and local networks. In addition, social media and online marketing, such as Google Ads improves our marketing mix which allow us to target different types of clients, i.e. domestic, loss prevention, and counter surveillance. By utilizing a variety of marketing tactics, it allows our firm to market to attorneys, businesses and direct consumers.

PI: What advice do you give to prospective PIs?

PC: The best advice I can offer prospective PIs is to always conduct oneself with professionalism and integrity and have clear communications with your clients. Continue to educate yourself in any way possible including webinars, seminars, and industry publications like PI Magazine. Join your local and national associations such as National Council of Investigation & Security Services. #NCISS.

PI: Is there anything else you want our readers to know about your agency?

PC: Advanced Investigations started with only a few staff members and within a short period of time grew to having multiple investigators and administrative staff. Along with our team growth, we accumulated multiple offices from just having one. I'm proud of the great lengths our business has developed for AI's continued growth in this industry.

One of the keys to success is our staff including Sermin Kizavul who is one of Advanced Investigations first employees. We truly have a highly motivated team that contributes to the strengths and achieving the goals of our business. **PI**



Paul and his management team. (left to right Sermin Kizavul, Christy Cicarella, Roberta Rossi, Shay Vega)