



JEFF M. MOORE, Ph.D.

Expert in Tactical Threat Analysis | Security Negligence Litigation Strategy | Hotel & Aviation Risk Mitigation | Oil & Gas Security in Asia

[✉ JMOORE@MUIRANALYTICS.COM](mailto:JMOORE@MUIRANALYTICS.COM) | [📞 1-410-353-6403](tel:1-410-353-6403)

[LinkedIn Profile](#) | [Muir Analytics](#) | [SecureHotel.US](#) | [Books by Dr. Jeff M Moore](#)

CORE EXPERTISE

- **Tactical Analysis of Violent Threats:** Specializing in active shooters, bombings, terrorist operations, insurgency, political violence, plus conventional, irregular, & asymmetric warfare.
- **Litigation Strategy & Expert Witness Support:** Provided forensic case analysis for high-profile legal cases, including the 2015 Sousse, Tunisia ISIS attack litigation & aviation security negligence lawsuits.
- **Aviation & Transportation Security:** Subject matter expert on airport violence, aviation security failures, & liability assessments.
- **Hotel Threat Intelligence & Security:** Founder of the world's largest hotel violence database & threat analysis website, tracking & analyzing attacks at hotels, resorts, & motels, plus events at hotels/resorts.
- **Oil & Gas Security in Asia:** Expert on regional security issues affecting upstream exploration & production in East & Southeast Asia, including China's territorial intimidation in the South China Sea.
- **Strategic & Operational Risk Assessment:** Providing threat analyses, security evaluations, & liability mitigation strategies for government agencies, law enforcement, insurers, & private-sector clients.

EXPERIENCE

CEO & Principal Risk Analyst, Muir Analytics, LLC | 2010 – Present.

- **Litigation Strategy & Legal Consulting:**
- Provided forensic threat analysis & litigation support for the 2015 Sousse, Tunisia ISIS terrorist attack case, advising plaintiffs on travel risk assessment failures & corporate liability.
- Served as expert witness for an active shooter lawsuit at Dallas' Love Field airport, analyzing airport security, failures, crisis response, & liability of airline personnel.
- **Hotel & Venue Security Analysis:**
- Developed the SecureHotel Threat Portal, the world's most advanced hotel violence database with over 3,600 cases.
- Conducts intelligence-driven security assessments for hotels, insurers, & private security organizations at SecureHotel.US – the world's most sophisticated hotel threat analysis website.
- **Aviation & Airport Security:**
- Delivered expert briefings on airport attacks & security failures at RTI AViCON Conference (2017) & LeClairRyan Aviation Symposium (2018).
- **Oil & Gas Security & Geopolitical Risk Analysis:**
- Contributing analyst to *World Oil* magazine since 2005, specializing in upstream oil & gas security threats in East & Southeast Asia & Oceania.
- Cover China's regional aggression in the South China Sea & its impact on oil exploration & maritime security.

Professor of Irregular Warfare, National Defense University | 2010

- Developed & taught coursework on terrorism, insurgency, & intelligence operations to senior military officers & defense officials.

Analyst, The Analysis Group (TAG) | 2005 – 2008

- Conducted threat assessments for maritime security, irregular warfare, & counterinsurgency operations.
- Provided intelligence support for military modernization programs.

Senior Threat Analyst, SAIC (Pentagon Contract) | 1998 – 2003

- Pentagon Liaison & Policy Analyst: Managed risk assessments for the US Army G-3 Operations Risk Program.
- Counterterrorism & Weapons Trafficking Analysis: Led research on illicit arms networks in Latin America.

EDUCATION

- Ph.D. in Strategic Studies (Counterinsurgency), University of Exeter, UK.
- M.A. in U.S. History (Military & National Security), East Carolina University.
- B.A. in Political Science (National Security Focus), East Carolina University.
- Bellingcat Intelligence Training (2020).
- Virginia Department of Criminal Justice Services (DCJS) Certified Private Investigator (active).
- Virginia DCJS Personal Protection Specialist (inactive).
- Virginia DCJS Advanced Handgun (inactive).
- Advanced tactical shooting training (Blackwater, Commonwealth Criminal Justice Academy).
- Pentagon Action Officer.

AWARDS AND ACKNOWLEDGEMENTS

- Eagle Scout, Boy Scouts of America.
- Distinguished Civilian Service for Bravery, US Army, for actions on September 11, 2001, Pentagon.

SELECT PUBLICATIONS & INDUSTRY ENGAGEMENT

Litigation & Risk Strategy Analysis.

- “Using Threat Analytics to Improve Security & Legal Protections in Hotels,” The Hospitality Law Conference, 2015.
- “Airport Attacks & Security Disruptions: Case Studies & Liability Considerations,” RTI AVICON Conference, 2017.
- “Active Shooters & Airport Security Failures,” Aviation Security Panel, LeClairRyan Symposium, 2018.
- “Hotel Attack Statistics, Reasonable Foreseeability & Totality of Circumstances,” The Hospitality Law Conference, 2018.
- “Anatomy of a Hotel Security Negligence Lawsuit – The Haggard Law Firm Wins \$1.32 Million for Its Client,” SecureHotel.US, 2021.
- “Paradise Beach Hotel in Kenya Never Got over Terror Attack; Now for Sale,” SecureHotel.US, 2021.
- “Terrorism & Active Shooter Threats in Travel & Hospitality,” Global Travel Risk Summit, 2022.
- “Muir Analytics Provided Litigation Support for the TUI Lawsuit over the 2015 Tunisia Terrorist Hotel Attack – Both Legal Teams Hail Case as Lessons Learned Regarding Hotel Security,” SecureHotel.US, 2022.

Oil & Gas Security & Geopolitical Analysis (select publications – full list available on request).

- “China’s New Unilateral Maritime Law Impacts All E&P in Offshore ASEAN,” *World Oil*, June 2021.

- “Algerian Gas Plant Attack – The Aftermath & Security Considerations,” *World Oil*, March 2013.
- “South China Sea Threat Analysis,” AmCham, Singapore, Energy Committee, 2013.
- “Myanmar – Insurgent Threats to Investing,” AmCham, Singapore, Myanmar Investment Task Force, 2013.

Terrorism, Threat Analysis, & Insurgency Reports

- “Car Bombs – Bali Was a Wake-Up Call,” *National Law Enforcement*, 2003.
- “Improving Counterterrorism Intelligence – A Lesson from 9-11,” Jane’s Terrorism & Insurgency Centre, 2004.
- “JTIC Threat Briefing: Terrorism in Thailand,” Jane’s Terrorism & Insurgency Centre, 2005.
- “Terrorism in Thailand – A Threat Brief,” Joint US Military Advisory Group & US State Department, Bangkok, 2007.
- “Thai COIN Lessons Learned: Trends from Three Counterinsurgencies,” Defense Intelligence Agency (DIA), 2010.
- “Insurgency in Thailand,” Five Eyes Southeast Asia Conference, DIA 2010.
- “Passenger Train Security – Strategizing Against Future Attacks,” *Mass Transit*, 2011.
- “The Al-Shabaab Westgate Raid – A Forewarning,” United Press International (UPI), 2013.
- “Thai Counterinsurgency briefing,” Royal Thai National Security Council, 2013.
- “Thai Counterinsurgency Briefing,” Royal Thai 1st Special Forces Group, 2013.
- “MEET THE AUTHOR: The Thai Way of Counterinsurgency”, DIA, 2014.
- “Mumbai, India, 2008; Westgate Mall, Kenya 2013; & Paris, France: Tactical Analysis of Urban Terrorist Raids,” FBI/Los Angeles Training Session on Terrorist Tactics, 2015.
- “Lone Wolf Islamist Jihadist Terrorism: Tactical Trends & Countermeasures,” Association of Threat Assessment Professionals, 2015.
- “Irregular Warfare Isn’t Going Away – Thai Counterinsurgency Lessons Matter,” *Small Wars Journal*, 2018.
- “ISIS’ Leaderless Revolution & the Sri Lanka Attacks,” Westminster Institute, 2019.
- “Mozambique Insurgency: Analysis of Combat Capabilities & Intentions,” MuirAnalytics.com, 2021.
- “Terrorism, Political Violence, & Intelligence, Political riots in Chile, Bolivia, & Colombia, plus Insurgency/Terrorism in Mozambique, Lloyd’s of London, Terrorism & Political Violence Panel, 2021.
- “SOCOM Foreign Internal Defense in Southeast Asia – A Hypothetical Conversation for TRADOC, US Special Operations Command, (John F. Kennedy Special Warfare Center and School), 2022.
- Thai COIN & Political Warfare for TRADOC, US Special Operations Command, (John F. Kennedy Special Warfare Center and School), 2022.
- “Preliminary Threat/Risk Lessons from the UK Hotel Riots of July-August 2024,” London’s Institute of Hotel Security Management (ihsm), 2024.
- “Hospitality Protective Intelligence for Event Threat Reduction: Three Case Studies,” for the Association of Security Consultant’s Business Group, London, 2024.
- “Hotel Threat Warnings & Indicators for 2025: Current Global Hotel Violence Risk Trends & Estimated Threats for 2025,” American Society for Industrial Security, 2025.

Books

- *The Thai Way of Counterinsurgency*, 2014.
- *Spies for Nimitz: Joint Military Intelligence in the Pacific War*, 2004.