



News Release

For Immediate Release

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NEW PRESIDENT PAVES WAY FOR PICA CORPORATION TO TAKE QUANTUM LEAP IN FUTURE GROWTH

PICA's 20-Year Corporate Counsel Luis Alcalde Joins August 4

COLUMBUS, Ohio – For the first time in its 25-year history, [PICA Corporation](#), a world leader in brand protection, loss prevention, risk management and security consulting services, is naming a new president to lead its global operation: prominent Ohio lawyer Luis Alcalde.

In response to PICA's rapid expansion during the past five years, adding new offices, services, clients, world reach and revenue, Alcalde's addition serves as a catalyst to accelerate growth. He will be responsible for overseeing day-to-day operations as PICA focuses on developing and scaling proprietary best practices and building infrastructure that will be required to compete and perform as a multi-million dollar global brand protection and security consulting company with international Fortune 500 clients.

"Luis is a highly skilled leader who can effectively utilize PICA's existing assets, including offices, employees, processes and relationships, while planning for our future needs," said Vincent Volpi, founder and CEO of PICA Corporation. "Navigating today's global security environment is increasingly complex, and the addition of a seasoned attorney with international experience to lead PICA gives us a competitive advantage and our clients tremendous value."

Current company president Vaughn Volpi will continue to serve on PICA's board of directors, working on strategic alliances, new business development and long-term growth initiatives.

Since its founding in 1982, PICA's creative innovation, transparent business practices and high ethical standards have defined its culture and have set it apart from its contemporaries in corporate security and brand protection. This client service model has made it an industry leader in a challenging and dynamic globalizing business environment. Alcalde will ensure compliance and help PICA scale its successful business philosophy through his supervision of legal, conflict resolution, policies and procedures, human resources, compliance, ethics, productivity and operations integrity.

With a Masters of Law in Business and Tax, Alcalde served as former corporate counsel to PICA for more than 20 years as a partner at the Ohio law firm of Crabbe, Brown and James. He is a former Army Captain and JAG Officer where he was stationed in Germany and investigated, prosecuted and defended criminal cases. He also has worked for the Ohio Attorney General's Office, where he helped supervise a division of attorneys, investigators and auditors prosecuting white-collar crime. At Crabbe, Brown and James, Alcalde has worked across multiple disciplines and international borders on international business matters and complex business litigation, developing a reputation as a tenacious litigator, consummate arbitrator and productive partner.

Alcalde is very active in the Columbus community – where PICA is headquartered – having served as chairman of the Columbus Council on World Affairs, and on various boards as treasurer of the Columbus Association for the Performing Arts and as chairman of the Board of Commissioners of the Client Security Fund of the Ohio Supreme Court. He also is an advocate for and member of various Hispanic groups and organizations locally, nationally and internationally. Finally, through PICA, he has been involved in such brand protection industry groups as the International AntiCounterfeiting Coalition and International Trademark Association.

About PICA Corporation

PICA Corporation, established in 1982, is one of the largest companies in the world dedicated to brand protection, loss prevention, risk management and security consulting, servicing predominantly global Fortune 500 clientele and their counsel. Protecting the world's most valuable brands, the Columbus-based company maintains regional offices in Atlanta, Bogotá, Cincinnati, Cleveland, Houston, Hong Kong, Lima, London, Los Angeles, Mexico City, Miami, Milan, New York, Panama, Phoenix, São Paulo, Tampa, and Washington, DC, and has experienced resident consultants in over 300 other major metropolitan areas of the world.

PICA Corporation offers asset protection, background research, brand management, brand protection, compliance audits, crisis management, diversion consulting, due diligence, environmental litigation, insurance defense and claims handling, integrated security solutions, loss prevention, market intelligence services, port and supply chain protection, risk management, security consulting, training (Corporate and Government) and web and market monitoring. For more, please visit www.pica.net.

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