

Andrew Love  
Brand Security / Investigations  
Specialized Bicycles



## Media Quotes

*"The cycling industry's leading anti-counterfeit crusader..."* -The New York Times

*"The cycling industry's foremost counterfeit investigator..."* -Bicycling Magazine

*"A shining example..."* -Velo Magazine

*"Hunched over his laptop computer, Andrew Love leads a team of 14 at Specialized who monitor 85 e-commerce websites around the world."* – NPR

*"Andrew Love is the industry's Dog the Bounty Hunter."* -Bicycle Retailer and Industry News

*"Specialized is fighting back, and has a 14 member international team led by Andrew Love."* -Good Morning America

## Brand Security at Specialized

- Created Specialized Brand Security Department in 2008
- Currently leads a 14-member team patrolling e-commerce in 7 languages
- Seized over 2 million dollars from counterfeiter's finances
- Active daily on 85 e-commerce websites & social media
- Team averages 69 takedowns per day, \$32 million USD value annually
- 18 arrests in last 2 years. Over 50 in the past 10 (many bike shop theft cases).
  - Arrests have occurred in China, USA, Spain, Italy, Colombia and Thailand
- Guest speaker at Europol, IACC, Consero, IQPC anti-counterfeit forums
- Presenter at National IPR center international law enforcement trainings in Mexico and Colombia
- Regular columnist in *The Brand Protection Professional* produced by the University of Michigan's A-CAPP center
- Guest Faculty at the National Advocacy Center DOJ training facility

## Education & Employment

<b>Specialized Bicycles</b>	November 2007- Present
<b>Independent web design/Professional Athlete</b>	January 2003-November 2007
Competed in two Olympic trials in Long Track Speedskating	
3x Masters world sprint champion: 500m 40-45 World Record Holder	
<b>eCornell online course design &amp; production</b>	October 2001-March 2004
<b>Projectworx eCommerce</b>	December 2000-to July 2001
<b>Business owner, wholesale baked goods</b>	October 1997-July 2001
<b>Masters of Fine Arts, English</b>	Colorado State University 1993-1997
<b>B.A.</b>	Hampshire College 1989-1993