



ROBERT C. BARCHIESI

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Intellectual Property Rights Protection & Advocacy
Engagement – Education - Enforcement

BOARD EXPERIENCE
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ROBERT BARCHIESI found a home for his passion, vision, and creativity when he learned about the harm that counterfeit goods can inflict on his family, friends and by extension people across the globe. Looking back on his career in law enforcement, he characterizes this harm “as bad as the worst drug dealer pushing poison.” As a strategic thinker, talent scout and orchestrator of successful interventions, Bob is relentless in helping organizations address this very important issue.

Bob is the President of the International AntiCounterfeiting Coalition (IACC) joining the leadership team in 2008. The IACC is one of the world’s oldest and largest trade associations and represents diverse industries including some of the world’s most famous brands such as Apple, Disney, Exxon, Johnson & Johnson, Louis Vuitton, Pfizer, and Universal Music to name a few. The organization has been a driving force in protecting consumers from the harm of counterfeit products that kill people, kill jobs and kill innovation. During his leadership over the past ten years, Bob developed a strategy to build a coalition of willing companies in the fight against fakes. As a result, and for the first time, e-commerce companies such as Alibaba, Amazon, Google, Mastercard and Visa began working hand in hand with brands to materially reduce the distribution of counterfeit goods online.

Earlier, Bob had a distinguished career in leadership roles as Special Agent-in-Charge at the U.S. Virgin Islands Office of the Attorney General, Detective Sergeant with the New York City Police Department, Inspector with the Osceola County Florida Sheriff’s Department and Chief of Police in Crystal River, Florida. He was also Director of Investigations for the Recording Industry Association of America. Bob began his career as a Patrol Officer with the U.S. Customs Service.

Bob is frequently interviewed by major media outlets including ABC, CBS, CNN, CNBC, C-SPAN, NBC, The Today Show, Bloomberg and The Wall Street Journal about global anti-counterfeiting strategies, cross-industry collaboration, and the impact of counterfeiting on governments and consumers. He has testified before the U.S. House Judiciary Committee, the Italian Parliament and made a presentation at the Vatican on forced child labor. Bob serves on the Board of Europol’s IP Crime Coordinated Coalition (IPC3), a major European law enforcement agency.

Bob is a sought-after keynote speaker at anti-counterfeiting conferences around the world and serves on the editorial panel for the *World Intellectual Property Review* magazine. He is the author of *Rock Solid*, a non-fiction book about his work on the NYPD investigating a major drug cartel; the book is listed in the 137th edition of “Contemporary Authors.” Bob received an M.S. in Criminal Justice from the University of Alabama and a B.S. from John Jay College of Criminal Justice. He is also a Lifetime member of the International Association of Chiefs of Police (IACP).