



Robert "Bob" Barchiesi
President
IACC

Robert (Bob) Barchiesi is President of the International AntiCounterfeiting Coalition (IACC). In this role, Bob leads one of the world's oldest and largest trade associations representing exclusively the interests of over 250 companies concerned with trademark counterfeiting and the related theft of intellectual property.

Mr. Barchiesi joined the (IACC) in 2008. Under his leadership, the organization has almost doubled its membership and expanded its initiatives into Europe, Latin America, Asia, and the Middle East. Mr. Barchiesi also spearheaded the development of the IACC RogueBlock® initiative – a voluntary agreement and strategic partnership with MasterCard, Visa Europe, Visa International, PayPal, Discover / PULSE / DinersClub, American Express, MoneyGram, and Western Union. The initiative focuses on combating rogue websites and online marketplaces. He also led the launch of the IACC MarketSafe®, an initiative with Alibaba and IACC to address counterfeit products on the company's e-commerce platforms, Taobao and TMall.

Prior to his appointment as the IACC President, Bob has had a distinguished career serving in leadership positions at the Recording Industry Association of America, the New York City Police Department and the U.S. Virgin Islands Office of the Attorney General, and as the Chief of Police in Crystal River, Florida.

Mr. Barchiesi has spoken to influential media including CNBC, Bloomberg, The Wall Street Journal, The Today Show, CNN, ABC, CBS, and other major media outlets about global anti-counterfeiting strategies, voluntary agreements and the impact of counterfeiting on governments and consumers. Bob has also testified before Congress and is a frequent keynote speaker at anti-counterfeiting conferences around the world. Mr. Barchiesi serves on the editorial panel for the World Intellectual Property Review magazine and is listed in the 137th edition of "Contemporary Authors."

Mr. Barchiesi received his M.A. in Criminal Justice from the University of Alabama and his B.A. from John Jay College of Criminal Justice.