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<https://www.otcmarkets.com/stock/VSMR/news?id=167372>

[Press Release | 08/15/2017](#)

Verify Smart Corporation (VSMR), a global innovator in financial fraud prevention and digital distribution solutions, announced today that Lou Pingitore has joined Verify Smart Corporation as CEO. Lou will manage the company's aggressive growth via acquisitions and its expansion into the development of innovative technologies for the Retail Pharmaceutical Market and the surging Proximity Marketing Sector.

Verify Smart Corporation also announced that the company has secured new corporate offices. Lou will oversee the company's new office located in Annandale, New Jersey.

Lou has over 30 years experience as a technologist and a solutions expert in various market sectors including financial services, pharmaceutical, media, entertainment and consumer products. Lou is a seasoned professional with a track record of delivering proven practical solutions that enable organizations to adapt to rapidly changing technology. Lou has worked with C-level managers to determine cloud strategies and implementation plans that fit their immediate and long-term objectives as well as their financial goals.

For the past three years, Lou has been leading the Dow Jones transition to the public cloud. He managed the entire program including the analysis of 900+ applications and the migration/retirement of 250+ applications.

Lou has held several senior management positions as Director, CIO and President. He has extensive experience transforming organizations and large enterprises to become more efficient, effective and able to meet their demanding goals. Lou holds a Bachelor of Science degree in Computer Science from Rutgers University.

Tony Cinotti, President and Director of Verify Smart, said, "I have known Lou for many years, he is a highly regarded and sought after executive and I am pleased that Lou has chosen to join the company at this time, especially when the company is aggressively expanding operations."

<https://www.marketwatch.com/story/verify-smart-corporation-completes-acquisition-of-the-bp360-group-and-forms-new-proximity-marketing-division-2017-09-19>