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ASG ANNOUNCES STRATEGIC ALLIANCE WITH VIRTUS GLOBAL **Collaboration with Leading Local Firm Further Expands ASG's Presence in Colombia**

September 19, 2019 (Washington, DC, and Bogotá) Albright Stonebridge Group (ASG), the premier global strategy and commercial diplomacy firm, today announced a new strategic affiliation with Virtus Global SAS, a Bogotá-based advisory firm.

ASG and Virtus will work together to provide advice and assistance to corporations, financial institutions, associations, and foundations on opportunities and challenges in doing business in Colombia and across Latin America. The firms will also advise Latin American clients on market entry and growth strategies in dynamic markets around the world.

Virtus Global is chaired by [Juan Carlos Pinzon](#), who served as Colombia's Minister of Defense (2011-2015) and Ambassador to the United States (2015-2017). He has also held senior positions at the World Bank, the Colombian Banking Association, and Citigroup. Virtus CEO [Juliana Garcia](#) most recently directed the budgets of Colombia's Ministry of Defense and National Department of Planning. An economist by training, Ms. Garcia has supported the planning and execution of key Colombian policies and programs, including managing issues related to critical infrastructure in Colombia.

Mr. Pinzon and Ms. Garcia join [Luis Guillermo Plata](#), Colombia's former Minister of Trade, Industry, and Tourism, as ASG's Colombia-based ASG Senior Advisors.

"ASG is committed to providing a competitive advantage to its clients, and one of the best ways to do so is through alliances with outstanding local partners," said Secretary Carlos Gutierrez, Chair of ASG. "We are pleased to further expand ASG's on-the-ground expertise in Latin America and look forward to working together with the Virtus team to provide clients unmatched experience, relationships, insights and value."

"This is a natural partnership for Virtus, since we share ASG's dedication to excellence in client service," said Ambassador Pinzon. "Virtus is proud of its reputation for helping clients accelerate success and build trusted relationships. We are delighted to bring ASG's global network to our clients, and to share our Colombia and Latin America expertise with ASG clients."

This alliance strengthens [ASG's existing roster of country and sectoral experts across the Americas](#), including senior team members based in Argentina, Brazil, Chile, Colombia, and Mexico. Other ASG strategic affiliates include 9.9 Group in India, Bespoke Approach in Australia, Gama Gloria in Portugal, Global Dealings Group in Turkey, Joschka Fischer & Company in Germany, and Palacio y Asociados in Spain.

Albright Stonebridge Group (ASG) is the premier global strategy and commercial diplomacy firm. We help clients understand and successfully navigate the intersection of public, private, and social sectors in international markets. ASG's worldwide team has served clients in more than 120 countries.

Virtus Global is an advisory and consulting firm that focuses on private and public government affairs and the promotion of investment opportunities.