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Mr. Picarella is the president and chief executive officer of The Wellness Council of America (WELCOA). As president of WELCOA, he ignites organizations and communities to create holistic wellness initiatives that improve the lives of working people in America and around the world. Mr. Picarella brings a deep interest in human connection, culture and psychology to a career that spans human resources, organizational development, and wellness program and product design. He currently serves as an advisor on the Healthier Workforce Center of the Midwest, a NIOSH Total Worker Health initiative, and on the International WELL Building Institute advisory group. In addition, Mr. Picarella serves as treasurer on the board of directors for the Gretchen Swanson Center for Nutrition. He has a master of science degree in industrial and organizational psychology from the University of Tennessee at Chattanooga and a bachelor of science degree in psychology from Northern Arizona University.