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For Immediate Release:

**Iconica Names New President**

Change is inevitable, and at Iconica, we embrace it as an opportunity for growth and evolution. We're excited to share a significant milestone in our journey. Jim Pienkta, CEO and President, has decided to transition away from his role as President while maintaining leadership as CEO, and we are thrilled to announce the promotion of Mike Walters, former Vice President, to the position of President.

Having joined as an entry-level project manager 12 years ago, Mike's journey is a testament to his dedication, growth, and the values that define Iconica's culture. This transition reflects our commitment to fostering talent from within. In his new role as President, Mike will take the reins of day-to-day operations, while Jim, as CEO, will continue to guide our overarching strategy and long-term goals.

We express our gratitude to Jim for his outstanding leadership as President of Iconica and look forward to his continued guidance as CEO. Please join us in congratulating Mike on his well-deserved promotion to President. We eagerly anticipate the innovation and success that will unfold under his leadership.

**About Iconica:**

Located in Madison, Wisconsin, Iconica provides full-service architecture, engineering, and general contracting. Offering fully integrated solutions or individual services, Iconica has refined a process that eliminates uncertainty and streamlines commercial building projects. Whether tasked with a small remodel or a large complex commercial building, Iconica closely collaborates with clients, subcontractors, and vendors to provide results that support project goals. We apply every lesson learned on the job to the next, impacting each client's business, **One Revolution at a Time.** <https://iconicacreates.com/>

