

## Vorys Creates New Business to Help Retirement Plans Find Lost Participants and Beneficiaries

### Related Services

Employee Benefits and Executive Compensation

NEWS | 1.8.2025

Vorys, Sater, Seymour and Pease LLP announced today that it has launched a new ancillary business, **Pinpoint People, LLC**, primarily designed to help fiduciaries of qualified retirement plans find participants and beneficiaries who cannot be located by the plan. Qualified retirement plans have a fiduciary obligation to keep track of these individuals under the Employee Retirement Income Security Act (ERISA).

“As a part of our firm’s superior client service, we are continually examining non-legal services that can improve the way in which we support both existing clients and other businesses,” said Vorys Managing Partner Michael Martz. “In this case, our clients were seeking a seamless and cost-effective way to locate their missing or lost participants. Pinpoint People is our solution to that problem.”

Pinpoint People’s team of investigators will use extensive databases and advanced search algorithms to locate missing participants and beneficiaries. The team will also provide detailed reporting and ongoing support to make the complex task of locating those individuals straightforward and hassle-free.

Tony Ciriaco will serve as the president and CEO of Pinpoint People. Ciriaco, a recently retired Vorys partner, was an employment and employee benefits attorney for more than 40 years. Throughout his years of legal practice, he assisted clients in the design, implementation and interpretation of their employee benefit plans and programs and qualified retirement plans.

“Pinpoint People was designed by employee benefits attorneys,” Ciriaco said. “We will keep the information provided to us secure and confidential, while giving our clients comprehensive results at a competitive price.”

While the primary focus of Pinpoint People is to find missing plan participants and their beneficiaries, the investigators can also assist businesses with identifying people for other purposes. To learn more

about Pinpoint People, visit [pinpoint-people.com](http://pinpoint-people.com).

**About Vorys:** Vorys was established in 1909 and has 375 attorneys in 10 offices in Ohio, Washington, D.C., Texas, Pennsylvania, California, London and Berlin. Vorys currently ranks as one of the 200 largest law firms in the United States according to *American Lawyer* magazine. Learn more at [Vorys.com](http://Vorys.com).

