



SAMPLE CULTURAL CONSULTANT BIO

This Berlitz Trainer has had an international career as a banker, consultant and public official. Educated in Asian Studies at the University of California and Chinese University of Hong Kong, this Berlitz Trainer received his Masters in International Affairs from Columbia University School of International Affairs with an emphasis on Economic Development and International Finance. Trained on Wall Street in international banking, he joined the first American bank in China, in 1980 as a trade and financial relations with the U.S. and PRC were just beginning.

In 1983, he served as Vice President in charge of the bank's New York China Group, responsible for all commercial, trade and correspondent banking activities with the PRC. In addition, the China Group acted in a consultation and advisory capacity for a number of Fortune 500 firms and was directly involved in negotiations for many of the early U.S. joint venture investments in China.

In 1988, this Berlitz Trainer was appointed by Governor Mario Cuomo as Deputy commissioners - International Commerce for the State of New York, in charge of the State's International Division which was responsible for new York's international business assistance efforts, investment promotion programs, state-to-state partnership programs and management of the state's overseas offices, which would increase under his tenure.

In 1995, he established his own company, which provides international consulting and advisory services to business and public sector entities. Client projects have included the development of an Asian corporate strategy for a \$14 billion money management firm; retention for trade and economic implementation of a multi-year economic development program for a major Asian government; strategic advice and assistance with investor relations and marketing for one of China's largest high technology investment zones; and counseling individual and companies on specific cross-cultural, business and negotiation issues in North Asia.

A Mandarin speaker, this Berlitz Cultural Consultant has also written and spoken extensively on various aspects of China, Asia and international business.

