Global Initiatives Council

Wednesday, March 18, 2015

9 a.m. Registration & Networking
9:30 – 11 a.m. Program

MEETING AGENDA

I. Welcome
   Carlos Valderrama
   Senior Vice President, Global initiatives
   Los Angeles Area Chamber of Commerce

II. World Trade Week 2015
    Caroline Brown
    2015 World Trade Week Chair
    Director, Global Trade & Supply Chain Solutions
    Bank of America Merrill Lynch

III. Doing Business with the World Bank
     Keith Curtis
     Advisor & Director of Business Liaison
     Office of the United States Executive Director
     World Bank, Washington, DC

IV. Questions & Answers

   Adjourn.

Next meeting:
Wednesday June 17, 2015
9-11 a.m.

GLOBAL COUNCIL CHAIR:
Mandana Sadigh, Mattel Inc.

CO-CHAIR – International Trade Policy:
Brian Peck, Governor’s Office of Business & Economic Development (GO-Biz)

CO-CHAIR – Trade Commissioners Networking Group:
Sashiko Yoshimura, JETRO Los Angeles
A senior member of the Foreign Service, Mr. Curtis just recently returned from serving a tour of duty in Iraq. There he was the chief Commerce representative to the U.S. Ambassador and served on the country team.

Mr. Curtis served in Washington DC in the Office of International Operations at the US Department of Commerce Headquarters operations. He was working as the senior advisor on energy efficiency and renewable energy and was responsible for energy strategy worldwide for the Commercial Service. He also worked as the Vice President for the American Foreign Service Association, representing the Foreign Commercial Service.

Mr. Curtis served in Stockholm from 2003 to in 2008 where he was the Regional Senior Commercial Officer for Sweden, Denmark, Latvia and Iceland. Mr. Curtis was responsible for commercial affairs for the region as chief representative for the US Department of Commerce programs and was principal in the OBT program of energy cooperation between the US and Scandinavia.

Mr. Curtis completed his undergraduate degree from Dickinson College in 1976 with a specialization in International Relations and a concentration in Soviet Studies. He completed his MBA at the American Graduate School of International Management (Thunderbird) in 1980.

Mr. Curtis spent more than a decade in the 80s and 90s working in the Information Technology Sector with Burroughs Corporation, Tymnet Inc., McDonell Douglas and British Telecom. From the technical to the marketing side, Mr. Curtis started as a computer programmer and worked his way up to Manager of Carrier Relations negotiating International Interconnect agreements for Packet-switched network links for foreign governments and entities.

In 1990 Mr. Curtis entered the Foreign Service and has served in Tokyo, Japan, Washington DC on the European Desk, Brasilia, Brazil, and Stockholm, Sweden. During his career he worked on The Tokyo Auto Agreement, The Bosnia Commercial Mission, and the Brazil-US Caucus development programs. He has spoken widely in public forums and has written for various publications including the Foreign Service Journal and the European Trade Journal. He has been trained in the French, Japanese, Russian, and Portuguese languages.