

Speaker Biographies

Kevin Coupe

Six years ago, Kevin Coupe bought a new laptop computer, rented office space above a tavern, and set out to prove that retail journalism could be provocative, exciting and even fun to read. Today, **MorningNewsBeat.com** boasts more than 22,000 subscribers from all segments of industry and all over the world, and Kevin's quick, concise and unique brand of "news in context, analysis with attitude" – including a healthy dose of irreverence for sacred cows – has created a website that is a must-read every business morning. In addition, Kevin runs Coupe Communications, a production company that specializes in business videos designed to help companies define and share big ideas with employees, customers and clients.

Robert Neslund

Robert Neslund has 39 years of experience in retailing. His professional accomplishments and consulting expertise encompass a broad spectrum of Supermarkets, Chain Drug, and Convenience Store formats across the world. Bob is the former Chief Operating Officer and member of the Board of Directors of Dairy Farm International Holdings Limited, a leading food and drugstore retailer in the Asia-Pacific Region with over 2200 outlets. Earlier in his career, he held positions as CEO (Retail Distribution) for Davids, Australia's largest food wholesaler; CEO of the Acme Markets, Malvern, Pennsylvania, a division of Albertsons; and Senior VP Marketing and Procurement at H. E. Butt Grocery Company (HEB), San Antonio, TX. Bob was appointed to the HEB Managing Board, responsible for setting the strategic direction of the company. He also held various positions at Jewel Food Stores, division of Albertson's, including VP of Marketing. Bob has served as a member of the FMI Board of Directors and is a former member of CIES. He holds an MBA degree from Michigan State University.

Sharon Jeske

Sharon Jeske is Director of Operational Management Programmes at CIES. CIES - The Food Business Forum is the only independent global food business network. It serves the CEOs and senior management of nearly 400 members, over 150 countries, with retailers being the largest single group.

Bobbi Goselin

As Senior Vice President at Daymon Worldwide, Goselin heads up five of the company's divisions, which account for approximately half of Daymon's budget: business development, consumer marketing and insights, marketing, Daymon Worldwide Design (the company's in-house branding and package design organization), and quality assurance. Daymon Worldwide is an international company specializing in the sales and marketing of Private Label consumer products. Daymon works with some of the leading retail, wholesale and food service companies across the U.S. and in a dozen countries. Customers include supermarket and drug chains, mass merchandisers, warehouse clubs, specialty stores, food service, buying cooperatives and wholesale distributors.

Susan T. Borra, R.D.

Susan Borra is a nationally recognized nutrition leader with over twenty-five years of experience in strategically directing nutrition and food safety issues, policies, communications programs, and managing resources for national organizations representing the food retailing and food processing industries. She is currently the president of the International Food Information Council (IFIC) Foundation in Washington, DC, a nonprofit organization with the mission to effectively communicate science-based information on health, nutrition and food safety for the public good. She also serves as executive vice president at IFIC.

Chandi Gmuer

Chandi Gmuer is Director of Information Technology at Marketing Management, Inc. a private label broker and services company. In addition to general IT responsibilities, he is responsible for collaborative supply chain technologies, managing critical food safety and quality information for private label products. Chandi has 15 years of experience in this specialized field, including positions in food manufacturing R&D with Mars, Inc and as a Product Manager with a major UK grocery retailer.

Sonia Regina Amadeo

Ms. Amadeo has solid academic and professional background with more than 15 years of experience in international marketing, business development and trade promotion with in-depth experience and ability to conduct business in multi-cultural settings for private or governmental organizations.

Since 1995, she has served as Managing Director for Contacts International Marketing & Business Development to assist foreign companies to expand internationally. She has also developed projects for U.S. trade associations and government agencies such as the U.S. Dairy Exports Council, the U.S. Meat Export Federation, and the Southern U.S. Trade Association & Federation of Exports U.S.A. for processed food products.

She holds a Master's Degree in Business Administration (MBA) with a specialization in Marketing from Toronto University/Rottman College and a Bachelor's Degree in Business Administration from the University of Sao Paulo – Sao Paulo, Brazil.

Sam Bessinger

Mr. Bessinger is Vice President of mk² gmbh in Bonn, Germany. After graduating from the University of Utah with a degree in Economics, he gained practical experience at companies like Migros Genossenschaft in Switzerland, BMW AG in Germany & Great Britain and the American Express Centurion Bank in the USA before establishing a career in the European food & beverage marketing sector at headware GmbH in Koenigswinter, Germany. Over the past ten years, Mr. Bessinger has served US clients such as the American Embassy in Berlin, the California Walnut Commission, the Cranberry Marketing Committee, the Popcorn Board and Food Export – Northeast and Food Export - Midwest.

Kathy Boyce

Kathy began her career in the food industry with Procter & Gamble. She joined Faye Clack Communications Inc. in 1998 and is a Senior Trade Specialist for the agency. With more than 20 years experience, Kathy executes trade relations outreach initiatives including managing buyer trade missions, connecting buyers and sellers, event management including management of trade shows and seminars and executing customized retail and industrial promotions on behalf of clients. Kathy specializes in government relations, import regulations, including packaging and label requirements and provides customized market research. Kathy is a member of the Canadian Association of Importers and Exporters, the Canadian Federation of Independent Grocers, the Canadian Health Food Association, Women in Food Industry Management and the Canadian Council of Grocery Distributors.

Raul Caballero

Mr. Caballero graduated from Mexico's Tech University as a Business Management graduate. He has served as Food Export-Midwest's representative in Mexico since 1995. Prior to forming Marketing Solutions, Mr. Caballero worked as a Jr. Buyer for Wal-Mart Sam's Club in Mexico buying different food categories. Today, Marketing Solutions focuses in representing and serving U.S. trade associations that want to develop the market in Mexico, Central America and South America. For the last 15 years, Marketing Solutions Firm has helped hundreds of US Food companies wanting to enter the Mexican food market.

Steven Chu

Steven Chu began his service as an Account Executive at a local advertising agency, Grant Advertising Co. At the agency, he worked with the Washington Apple Commission and Northwest Cherry Growers. Prior to forming SCA, his client list expanded from 6 U.S. agricultural cooperators to 15. Over the last 22 years, his focus has been to develop market potential and/or promote product sales in Taiwan. For the last several years, SCA has been working with Food Export to promote processed food and dairy products from the Midwest region.

Anne Dettmer

Ms. Dettmer (MIPR and Member of the Guild of Food Writers) is Food Export-Midwest and Food Export-Northeast's in-market representative in the UK. She has specialized in food marketing and public relations for many years and has worked for several leading firms including Ogilvy Adams & Rinehart where she served on the board and headed the Consultancy's Food Centre. Anne departed Ogilvy to set up Artisanne's marketing and public relations consultancy in January 1997.

Anne also spent over five years employed by the BBC and has the accent to prove it. She is an experienced radio and TV presenter and is author of The Rice Cookbook published both in the UK and the USA. Anne's idea of a workout is fire drill at the office.

Michael J. Dwyer

Mr. Dwyer is the Chief Economist with the USDA, Foreign Agricultural Service (FAS), the export arm of USDA. In this capacity, he is responsible for conducting and coordinating the agency's

analyses on a wide variety of strategic issues that affect U.S. and world agricultural trade. Mike is active in trade and policy analysis, strategic planning, identifying emerging export opportunities in global food and agricultural markets, program analysis, and identifying the best global market prospects for U.S. agriculture. Recently, his efforts have focused on the impact of various free trade agreements on U.S. agricultural trade, issues related to U.S. competitiveness, FAS' global market strategy, sanctions reform, and global economic and financial issues and their impacts on agriculture.

Mr. Dwyer received his graduate degree in agricultural economics from the Ohio State University in 1981 with a concentration in international trade and marketing.

Karen El-Chaar

Karen El-Chaar joined Food Export-Northeast in January 2008. Karen assists in the development and implementation of strategic initiatives to promote Northeast-sourced food and agricultural products.

Prior to joining Food Export-Northeast, Karen served ten years as Director, Global Operations with the Pennsylvania Department of Community and Economic Development and eighteen years in positions encompassing international trade, marketing and sales with Air Products and Chemicals, Inc. She serves as Advisor to the U.S. Secretary of Commerce and U.S. Trade Representative on international trade issues, a position she has held for over fifteen years.

Karen is a graduate of Temple University School of Law and member of the American Bar Association and the New Jersey Bar Association. She holds a Master of Business Administration from Wilkes University and Bachelor of Science from East Stroudsburg University of Pennsylvania. Active in her local community, Karen serves as office or board director of numerous non-profit organizations. She is married and resides in Allentown, Pennsylvania.

Phil Holloway

Mr. Holloway is the Director of Accounts of Ringe Marketing Services Ltd. Phil and Inge, his business partner and wife, have been successfully involved in food and beverage promotion in Hong Kong, Taiwan and China for the last 15 years. Other clients include the Wine Institute, Napa Valley Vintners and the Hong Kong Chefs Association.

His previous experience includes 24 years of service with the Foreign Agricultural Service of USDA. His assignments included Tokyo, Japan where he was in charge of all market development activities in Japan and Hong Kong where he was the Director of the Agricultural Trade Office. His last domestic assignment was as Deputy Director of the Dairy, Livestock and Poultry Division in FAS.

Phil holds an M.B.A. degree from the Oklahoma City University and a B.S. degree from Oklahoma State University. He formerly held the rank of Major in the U.S. Army.

Hovaguim (Hovig) Kizirian

Mr. Hovig Kizirian received a B.Sc. in Agriculture and an M.Sc. in Agricultural Economics from the American University of Beirut. Prior to working as a Marketing Specialist for the U.S.

Embassy in Beirut, Hovig was an Agricultural Economist for the Ministry of Agriculture in Lebanon and an Economist for the Ministry of Economy and Trade in Lebanon.

He subsequently served as a Senior Marketing Specialist for the U.S Agricultural Trade Office in Beirut, Lebanon and Damascus, Syria. He also worked as the Senior Marketing Specialist in the U.S. Agricultural Trade Office(s) in Manama, Bahrain and Dubai, United Arab Emirates. In July 2005, he started his own company called Progressive Management Consultancy. As of October 2005, Hovig is working as the Middle East Representative for Food Export USA-Northeast and the Food Export Association of the Midwest USA. Since 2007, Hovig is also in charge of the USA Pavilion at Gulfood Show, the largest food show in the Middle East.

Kafi Kurnia

Mr. Kurnia began his career in 1986 with the Hero Group, working with Indonesian leading food retailers and processors, as a Management Trainee. In 1990, he founded Peka Consult Inc., a Marketing Consultant company. His client list included Pear Bureau Northwest, Indofood, Sunkist, BCA, Sun Maid, Washington Apple, California Table Grape, Nestle, Red Bull, and Haagen Dazs. During the last 10 years, he has worked on numerous projects for the retail industry and agriculture marketing, ranging from consumer behavior, in-store promotions, retail technology and up-to retail marketing.

Mr. Kurnia is also an accomplished columnist. Numerous media work with him as an analyst on many issues of retail and marketing affairs in Indonesia. His collections of article in "Jakarta-Jakarta" and GATRA Magazine have been published into 4 best seller books. He also serves as a Guest Lecturer at many universities and private institutions. He has a radio talk show, "INTRIK", which is the largest syndicated radio show in Indonesia, broadcast live to 31 major cities around Indonesia. He has loyal listeners of more than 500,000 people every week. He is the Managing Director for Interbrand in Indonesia. Interbrand is a brand consultant company - part of Omnicom Group in USA.

Maria G. Kraus

Ms. Kraus is President of mk² gmbh in Bonn, Germany. She received a B.A. in Humanities in 1984 from the University of California at Irvine, after which she earned a MA in American Studies, Spanish and Economics from the University of Bonn in 1989. After ten years in the international PR & communications industry, Ms Kraus refocused her experience and founded her own agency mk² in 2000.

Having been responsible for a many European and American clients during her career, she has become familiar with every aspect of traditional advertising & marketing as well as press work, organization of receptions, conferences & exhibitions, and market research & trade representation. Ms. Kraus is fluent in English, French and Spanish.

Francis Lee

Francis Lee has represented several U.S. cooperators in Vietnam, including the California Table Grape Commission and the Washington Apple Commission. In 2007, he began representing Food Export-Midwest and Food Export-Northeast. He also works with International Retailers on US Food Showcase 2008. His work in the market includes merchandising, in-store promotions, trade shows and product expansion. He works with

importers, wholesalers, supermarkets, hotels, restaurants, caterers, manufacturers and retailers.

Richard Lieu

Mr. Lieu established Lieu Marketing Associates in the 1980's. Prior to establishing this company, he worked for several multi-national companies in sales and marketing of world-renowned OTC and ethical pharmaceutical products, cosmetics, toiletries, grocery and health food items in the Southeast Asian markets.

Richard Lieu has gained invaluable experience in the TEA, Market Promotion Program and currently the Market Access Program through representing cooperator and trade groups in the execution of activities funded through the various USDA programs.

He enjoys an occasional game of golf and loves his food and wine.

Dennis Lynch

Dennis Lynch, M.I.B.A., is a 26-year veteran of international trade. He has held a variety of positions that have provided him with a strong background in both public and private enterprise, as well as in academic and hands on applications.

He also works for Food Export-Midwest and Food Export-Northeast the Food Export Helpline™ counselor, and makes contributions to the "Export 101 Q&A" in the Global Food Marketer newsletter. In this position, Dennis provides one on one customized export assistance with a wide variety of businesses in the Midwest states, including farmers, ranchers, food processors and entrepreneurial exporters of value added food products.

He has traveled the world extensively, meeting with overseas manufacturers and distributors of a wide variety of products.

Dennis holds a Master's Degree in International Business Administration, M.I.B.A., awarded by West Coast University and holds a California Community College Lifetime Teaching Credential in Marketing and Distribution. He has taught international trade courses at a variety of Southern California Colleges for 18 years. He was also the recipient of the University of California at Irvine's "Distinguished Instructor" award for outstanding contribution to their Global Operations Management certificate program in 2000. He has also been awarded the "Faculty of the Year" award from Webster University in Southern California in both 2001 and 2004 for his contributions to their International Business courses at the graduate and undergraduate levels.

Nelly Masson

Through the years Ms. Masson had the opportunity to develop business and personal relationship with the key distributors in Europe, EU administration, custom and veterinary authorities. She also gained a solid experience in management of sales forces in the major European countries.

In 1990 Masson become an independent Marketing consultant putting her experience in food and large scale consumption goods distribution, her network are at the disposal of various clients.

She has served as the trade liaison for Alaska Seafood Marketing Institute since 1990 and has also worked for Food Export-Midwest, Food Export-Northeast, and the California Pistachio Commission.

Jeffrey McNeill

Jeffrey McNeill is President of Market Makers Inc., which has represented Food Export Association of the Midwest USA and Food Export USA - Northeast in Japan since 2004. Jeff has lived in Japan for the past 23 years, originally serving as the Director of Marketing for Ore-Ida Foods Japan, a division of Heinz Company, before starting Market Makers in 1987. Jeff has written several publications on the Japanese market for the US Embassy in Tokyo, including books on the Japanese Foodservice Market and the Japanese Food Processing Market. He also serves in his free time as Board of Governor of the Tokyo American Club, Vice President of the Harvard Business School Club of Japan, and as Board Director for Nishimachi International School in Japan. Jeff has a BA degree from Princeton University and an MBA degree from the Harvard University Graduate School of Business. Market Makers also currently represents several other US co-operators in Japan, including the Raisin Administrative Committee, The U. S. Dairy Export Council, and the US Dry Bean Council, and does work of behalf of US food companies in Japan.

Tatiana Quiros

Mrs. Quiros lives in Costa Rica, and studied International Commerce at the University of Costa Rica. She has been for the last 10 years working as the Contracted Representative for Central America for the California Table Grape Commission, California Pear Advisory Board, Washington Apple Commission, and US Potato Board. She also served as Marketing Assistant, for the U.S.D.A.'s Foreign Agricultural Service, in the U.S. Embassy in San José, C.R from 1993-1996. Mrs. Quiros' main responsibilities for most of these contractors are visiting importers from Central America and increase consumer awareness, brand awareness, sales through in-store promotions, and other activities that are effective in this market. She also elaborates POS material to be distributed among all these contacts, as a way of supporting their imports.

Keith Sunderlal

Mr. Keith Sunderlal, a Master in Food & Resource Economics, from University of Florida, USA, is heading SCS Agribusiness Consultants Pvt. Ltd., a premier agribusiness consultancy firm in India. Mr. Sunderlal has more than 20 years of experience in international agribusiness & product marketing, trade and investment issues, perishable foods distribution, agri-project management and training. Mr. Sunderlal has consulting experience with firms based in United States and presently managing his own consulting practice in New Delhi, India. His firm represents many US and other international cooperator groups in the booming South Asian market.

Robin Wang

Mr. Robin Wang, director of SMH, boasts more than 13 years of experience in importing, wholesaling and retail marketing and promotion of consumer goods in China. Specific food and agricultural product experience includes manufactured consumer oriented foods, fresh and dried fruits, candy and beverage, and fresh & frozen seafood.

Mr. Wang enjoys strong relations with relevant government and administrative authorities in China and has developed a significant professional network throughout China.

Pamela Wells Russell

Pamela Wells Russell has over twenty years of business development and management experience in the Caribbean region, providing technical services to industry and trade associations via government and special project resources. Her technical expertise is in business planning, project management, market research, export market development and training. Pamela has served as Food Export Midwest & Northeast's Caribbean Representative for over five years. She is a former Jamaican Trade Commissioner to the Caribbean with proven skills in special events planning and trade exhibitions, trade policy negotiation, commercial market research, and export certification procedures.

She holds a Masters of Commerce in Marketing from the University of Strathclyde, Glasgow, Scotland; a Bachelor of Science in Management and a Diploma in Education from the University of the West Indies, Kingston, Jamaica.

Ken Yang

Mr. Yang has over 20 years of experience in international trade, economic & business development, market research, and financial and investment advisory services both for private and public businesses. Ken has been worked for American States for 16 years in Korea for the promotion of trade and foreign direct investment. He currently represents Food Export Associations, Northwest Cherry Growers, US Highbush Blueberry Council and Pennsylvania Dept. of Community and Economic Development in the Korean market.

Mr. Yang is closely working with over 400 Korean food buyers and distributors to provide food marketing services. Those buyers and distributors are from consumer goods, food and agricultural products, dairy, HRI, bakery, hardwood, fishery, food processing and manufacturing, retails, hypermarkets, PR & media, etc.

Mr. Yang received a MBA in International Business from Sogang Graduate School of Business Administration. He and his wife have a 16-year old daughter, Soomin.