



## Juan Verde

Policy Expert and Corporate Strategist



### CSA CELEBRITY SPEAKERS

Juan Verde is an internationally renowned strategist for both the public and private sectors, with particular focus on sustainable economic development. His specialty is designing innovative strategies to attract investment, accelerate economic development, and support strategic alliances.

**"A leading voice regarding sustainability for businesses"**

#### In detail

Mr. Verde served as Deputy Assistant Secretary for Europe and Eurasia at the United States Department of Commerce under President Barack Obama. He previously served in the Department of Commerce during the Clinton Administration as an international trade analyst, coordinator, and consultant, working first in the Office of Latin America and later in the Minority Business Development Agency. He also served as Chair of Americans Abroad for Biden. In the private sector, Mr. Verde has served as a consultant for a variety of prestigious companies, such as Google, Cisco, SAS, American Express, and Banco Santander Investments US.

#### What he offers you

Mr. Verde provides business and political advice on strategy, market expansion, sustainability and globalisation to governments, institutions and corporations in the U.S., Latin America and Europe. An outstanding speaker and communicator, he brings a unique vision and a global understanding about the future of the economy, and the key strategies that any company should follow when they plan to grow and expand.

#### How he presents

A charismatic and charming speaker, Juan Verde is renowned for his captivating and humorous style of delivery. He challenges his audience to take action and get results.

#### Languages

He presents in English and Spanish.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.

#### Publications

**2013**

Soñar es Poder (To Dream is to Have Power)

#### Topics

Internationalization, Exports and Global Economy Strategies  
Obama's Keys to Success  
Innovation, Leadership and Entrepreneurship  
Sustainability  
Green Economy