



GLOBAL ADVANTAGE FORUM 2020

Friday, November 13 1:00pm - 4:30pm EST

Presented by



With support from



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An event hosted by the NC Coalition for Global Competitiveness



WELCOME

ABOUT THE NC GLOBAL ADVANTAGE FORUM

The premier forum in NC that convenes and engages a cross-section of leaders from all sectors to focus on global opportunities in education, development, economic and community development and entrepreneurship. The Forum is an annual event promoting the value of the NC Coalition for Global Competitiveness, building support for our work, and highlighting global engagement success stories from our state.

ABOUT THE NC COALITION FOR GLOBAL COMPETITIVENESS

The N.C. Coalition for Global Competitiveness wants people all around the world to recognize and know North Carolina as a great place to invest, work, study, visit, partner, and live. The purpose of the Coalition is to foster thought leadership and serve as a catalyst for our statewide vision for global engagement. The Coalition is focused on optimizing North Carolina's global engagement through a comprehensive approach, including FDI, trade and workforce development to generate jobs and opportunities and create an environment for success in the global economy. Economic well-being and quality of life for all North Carolinians depends on effectively engaging the rest of the world. The Coalition created the N.C. Blueprint for Global Engagement and N.C.'s Global Engagement Snapshot, a road map and an online tool, to track the state's path and progress toward global engagement. North Carolina is the first state to develop a roadmap for global engagement across all sectors – education, business, government, and community. For more information contact Rachel Page, Chief Operating Officer, at rachel.page@northcarolina.edu. The Coalition is supported by Go Global NC. <http://goglobalnc.org/>

KEYNOTE



LIZ SCHRAYNER

President & CEO, U.S. Global Leadership Coalition

Liz Schrayner serves as President & CEO of the U.S. Global Leadership Coalition (USGLC), a broad based coalition of over 500 businesses and NGOs that advocates for strong U.S. global leadership through development and diplomacy. Under her leadership, the USGLC has grown to a nationwide network of advocates in all 50 states and boasts a bipartisan Advisory Council, chaired by General Colin Powell which includes every living former Secretary of State, and a National Security Advisory Council consisting of nearly 200 retired three and four-star generals and admirals. In addition to running the USGLC, Ms. Schrayner serves as President of Schrayner & Associates, Inc., a nationwide political consulting firm founded in 1994, which works on a wide range of domestic and international issues.

TODAY'S EVENTS

1:00

WELCOME

Ralph Baric

William R. Kenan, Jr. Distinguished Professor, Department of Epidemiology; Professor, Department of Microbiology and Immunology, University of North Carolina at Chapel Hill

1:10

OVERVIEW/INTRODUCTION

Tom White

Director of the Economic Development Partnership, Office of External Affairs, Partnerships and Economic Development, NC State University

1:15

WELCOME & INTRODUCTION OF KEYNOTE

Ambassador Stephenson

Vice Provost for Global Affairs and Chief Global Officer, University of North Carolina at Chapel Hill, and Former U.S. Ambassador

1:20

KEYNOTE SPEAKER

Building on Our Legacy, Planning for Our Future

Liz Schrayer

President & CEO, U.S. Global Leadership Coalition

2:05

BUILDING A GLOBALLY COMPETITIVE NORTH CAROLINA TOGETHER

Lindsay Bierman

CEO, UNC-TV

2:10

CASE STUDY: GLOBAL BUSINESS IN NORTH CAROLINA

Madhu Beriwal, President & CEO, IEM

Charles Vaillant, Chief Technology Officer, Chief Digital Officer, MANN+HUMMEL

John Loyack, Vice President of Global Business Services, EDPNC (moderator)

2:40

CULTURAL CONNECTIONS BREAK

Enjoy a virtual visit to our exhibitor booths!

TODAY'S EVENTS

2:55

REMARKS

Tim Gabel

Executive Vice President of Social, Statistical, and Environmental Sciences,
RTI International – presenting Ambassador Sponsor

3:00

PANEL: ADAPTIVE LEADERSHIP IN THE GLOBAL ARENA

Paul Weisenfeld, Executive Vice President, International Development, RTI International
Tsegga Medhin, Founder, The Pearl Leadership Institute, President, UN Women USA NC
Dr. Mandy Cohen, Secretary, NC Department of Health and Human Services
Secretary Nick Tennyson, former Secretary of Transportation (moderator)

3:40

2020 JOHN A. (PETE) EBERHART RAY OF LIGHT AWARD

Recipient: **N.C. Secretary of State Elaine Marshall**

Presented by **Felix Muriithi**, Chair, and **Tom White**, Chair-Elect, of Boundless Impact

3:50

CALL TO ACTION/NEXT STEPS - BLUEPRINT 2020

Rachel Page

Director of Data and Policy Analysis, Go Global NC;
Chief Operating Officer, NC Coalition for Global Competitiveness

4:00

VIRTUAL HAPPY HOUR

Please join us for a discussion on one of the following breakout topics

Adaptive Leadership. Moderated by **Katherine Turner**,
Sponsored by Global Citizens, LLC. Consulting Firm

Global Business in NC. Moderated by **Jennifer Thomas**,
Sponsored by Organization of Women in International Trade

Post-Election – How do we work together? Moderated by **Tim Crowley**,
Sponsored by NC Department of the Secretary of State

EMCEE

David Robinson

Chair, Consular Corps of North Carolina, USA; Counsel, Nexsen Pruet;
Honorary Consul for Japan in North Carolina



Ralph Baric

William R. Kenan, Jr. Distinguished Professor, Department of Epidemiology; Professor, Department of Microbiology and Immunology, University of North Carolina at Chapel Hill

Dr. Baric has been at the forefront of coronavirus research for over 30 years. His passion for this previously obscure virus stems from his concern about the coronavirus' ability to rapidly spread and its ability to jump across species. The global dangers present in coronavirus strains were an early warning sign to Dr. Baric, causing him to sound prophetic alarms before the events of late 2019 unfolded. Back in 2002, he predicted the severe acute respiratory syndrome (SARS) outbreak and in 2018, he was already discussing the potential for our current pandemic originating from bats. Dr. Baric is currently developing antiviral treatments for patients and researching how the virus is replicating and spreading.

Tom White

Director of the Economic Development Partnership, Office of External Affairs, Partnerships and Economic Development, NC State University

Tom White is the Director of the Economic Development Partnership with the Office of External Affairs, Partnerships and Economic Development at NC State University. The Partnership is strategically designed to promote and enhance Cluster-Based Regional Economic Development, Workforce Development and Community Development. The unit interacts closely with the Wake County Economic Development Program, the Research Triangle Regional Partnership, the Economic Development Partnership of NC and the NC Department of Commerce. White previously served as Director of the NC Department of Commerce Division of Employment and Training from 2005-2007.



Barbara J. Stephenson

Vice Provost for Global Affairs and Chief Global Officer, University of North Carolina at Chapel Hill, and a Former U.S. Ambassador

Barbara Stephenson joined the University of North Carolina at Chapel Hill in 2019. She advances Carolina's global reach, impact and reputation. Previously, she was president of the American Foreign Service Association. During her distinguished 34-year career in the Foreign Service, she was US ambassador to Panama, the first woman chargé d'affaires and deputy ambassador at the US Embassy in London, and dean of the Leadership and Management School at the Foreign Service Institute. She earned her PhD, MA, and BA in English literature from the University of Florida.



Lindsay Bierman

Chief Executive Officer, UNC-TV Public Media North Carolina

Lindsay Bierman joined UNC-TV, one of the nation's largest PBS affiliates, as chief executive officer in August 2019. In the early stages of the COVID-19 crisis, Bierman and his team partnered with North Carolina's Department of Public Instruction to launch the At-Home Learning Initiative, providing daily, curriculum-informed free educational programming for PreK-12 students. Prior to joining UNC-TV, Bierman served as chancellor of the University of North Carolina School of the Arts in Winston-Salem. Bierman transitioned into academe after a 17-year run at one of the world's largest media companies, Time Inc. Bierman earned his bachelor's degree from Georgetown University and master's degree in architecture from the University of Virginia.

Madhu Beriwal

Founder, President and CEO, IEM

IEM Founder, President, and CEO, Madhu Beriwal, has over three and a half decades of experience in disaster and emergency management, homeland security, national defense, and the use of information technology to resolve complex protection issues. IEM is dedicated to developing solutions for the most complex challenges in emergency management, homeland security, and defense. Today, IEM is the largest woman-owned homeland security and emergency management firm in the United States, relied on by those charged with ensuring the safety, security, and resiliency of citizens, soldiers, communities, regions, states, infrastructure, and nations.



Charles Vaillant

Chief Technology Officer, Chief Digital Officer, MANN+HUMMEL

Charles Vaillant serves as the Chief Technology Officer and Chief Digital Officer of MANN+HUMMEL, where he is responsible for innovation, new technology research, corporate strategy, corporate ventures capital (CVC), digital ventures, Bid Data analytics and digital transformation. He joined MANN+HUMMEL in 1997 and has held a variety of positions in the areas of program management, product engineering, strategy, M&A and corporate development. Charles earned an Automotive Engineering degree from LTR Eiffel (France), a Master's degree in Industrial Marketing from ESIDEC (France) and an MBA from the University of Michigan Ross Business School (USA).



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RTI International is an independent, nonprofit research institute dedicated to improving the human condition. We integrate expertise in social and laboratory sciences, engineering, and international development to deliver the promise of science for the good of people, communities, and organizations worldwide.

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**delivering the promise of science
for global good**



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John Loyack

Vice President of Global Business Services, Economic Development Partnership of North Carolina (moderator)

John Loyack is the Vice President of Global Business Services for the Economic Development Partnership of North Carolina. In this role, John leads the department composed of the EDPNC regional offices, the International Trade Division and the small business counseling team known as Business Link North Carolina. This team supports North Carolina businesses in everything from starting up a new enterprise to expanding an existing business to the development of export strategies aimed at increasing international sales. Previous to this, John served as the Director of International Trade for the North Carolina Department of Commerce, the state's lead export assistance agency. John earned a Bachelor of Arts degree in Economics and Spanish from Gettysburg College and holds an MBA in International Business Management from the Thunderbird School of Global Management. He is fluent in Spanish, is a patent holder and a Certified Global Business Professional (CGBP®).

Tim Gabel

Executive Vice President of Social, Statistical, and Environmental Sciences,
RTI International

Tim J. Gabel is the executive vice president of Social, Statistical, and Environmental Sciences (SSES). The largest of RTI's business units with annual revenue of over \$500M, SSES's nearly 3,000 staff conduct a variety of research, development, and technical assistance projects. Much of the SSES portfolio involves complex methodological, statistical, and epidemiological approaches to important public policy issues in health, education, environment, criminal justice, and social welfare. Mr. Gabel, who has served in a variety of leadership roles during his 30+ years with RTI, received his undergraduate degree from the University of Wyoming in Statistics and Computer Science and his M.B.A. from Duke's Fuqua School of Business. He serves on the boards of Go Global NC, the Defense Alliance of North Carolina, and the United Way of North Carolina.



Paul Weisenfeld

Executive Vice President, International Development, RTI International

Paul Weisenfeld is Executive Vice President for International Development at RTI International, an independent nonprofit research institute dedicated to improving the human condition by turning knowledge into practice. In this position he leads RTI's international development practice, which designs and implements programs across a wide range of sectors to help lower- and middle-income countries and communities address complex problems and improve the lives of their citizens.

Mr. Weisenfeld holds an honorary Doctorate in Public Administration from Monmouth College, Illinois. He also holds a J.D. from Harvard Law School and a B.A. from Queens College of the City University of New York.



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Tsegga Medhin

Founder, The Pearl Leadership Institute; President, UN Women USA NC

Tsegga Siyoum Medhin is the President of the UN Women USA NC and founder of The Pearl Leadership Institute, an organization focused on developing and supporting girls/women in STEAM (Science Technology Engineering, Arts and Math) careers. She is an internationally recognized thought leader, speaker on capacity building and social innovation. With the view of positively impacting her African diaspora community and the world, Tsegga focuses on the UN Sustainable Development Goals 2030 (UNSDG2030). Drawing on her unique background in leadership, influence at IBM and Credit Suisse, Ms. Medhin created the “Unlock the Pearl Inside You” initiative, to coach local and global shapers on direction, alignment and commitment for peace through development and diplomacy. Tsegga is the recipient of the US Presidential Volunteer Gold Award from Presidents Obama and Bush. Ms. Medhin is a graduate of the Executive Leadership Program from UCLA Anderson School of Management and Harvard Kennedy School of Government in leadership and ethics.

Dr. Mandy Cohen

Secretary, NC Department of Health and Human Services

Dr. Mandy Cohen was appointed to the role of Secretary of the North Carolina Department of Health and Human Services (DHHS) in January 2017 by Governor Roy Cooper. Secretary Cohen and her team work tirelessly to improve the health, safety and well-being of all North Carolinians. DHHS has 17,000 employees and an annual budget of \$20 billion. Secretary Cohen and her team are focused on building a strong, efficient Medicaid program, improving early childhood health, safety and education and combatting the opioid crisis. Secretary Cohen has been recognized a national leader for her work at DHHS. A graduate of Cornell University, she received her medical degree from Yale School of Medicine and a Master's in Public Health from the Harvard School of Public Health. She trained in Internal Medicine at Massachusetts General Hospital.



Nick Tennyson

Former Secretary of Transportation (moderator)

Nick Tennyson has experience at senior levels of state and local government, as well as in the non-profit and for profit construction industry. As a two-term mayor of a major North Carolina city (Durham), he had the chance to affect investment of public funds in infrastructure. He had frequent interactions with all sectors of the public and the various interests which they prioritize. As vice-chair of the Metropolitan Planning Organization for the area, he learned the state and local systems of funding that are critical to success. Most recently, he served as Secretary of the NC Department of Transportation. NCDOT underwent substantial change in both the process by which funds are allocated to projects and the system by which those projects are delivered. The \$4 billion, 10,000+ employee organization is responsible for almost 80,000 miles of state maintained highway – 2nd most of any state – and Tennyson had a key role in the success of that organization. He is a graduate of Duke University, holds a masters degree in Human Resources Management from Pepperdine University, and retired from the US Naval Reserve as a Captain.



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Elaine Marshall

NC Secretary of State

In 1996, Secretary of State Elaine F. Marshall became the first woman ever elected to a statewide, executive branch office in North Carolina. Secretary Marshall was a member of the NC State Senate before rising to statewide office. She holds a B.S. in Home Economics from the University of Maryland and a law degree from Campbell University. She has received Honorary Doctorate Degrees from Campbell University, Lees-McRae College, Meredith College and the Republic of Moldova State University of Medicine. Her work experiences include teaching Home Economics in the public school and community college systems, co-ownership of a book and gift store, establishing an interior decorating business and the private practice of law. Secretary Marshall has been very active in many civic groups in the areas of child welfare, women's issues, and agriculture and small town economic development. Since becoming Secretary of State, she has received numerous state and national awards for leadership in technology, government innovation, and women's leadership.

Rachel Page

Director of Data and Policy Analysis, Go Global NC;
Chief Operating Officer, NC Coalition for Global Competitiveness

Rachel Page is the Director of Data and Policy Analysis at Go Global NC and is responsible for identifying, capturing and analyzing relevant data and information to guide and evaluate Go Global NC's global impact and engagement. Rachel serves Go Global NC's primary liaison and Chief Operating Officer for the North Carolina Coalition for Global Competitiveness, a collaborative effort of government, education, business and community leaders working to make North Carolina the most globally engaged state in the nation. Rachel is also a member of the U.S. Global Leadership Coalition North Carolina Advisory Committee. Rachel holds a Master's of Public Health and a certificate in Global Public Health from UNC Gillings School of Global Public Health. She has a Bachelor of Arts in Psychology with a minor in International Relations from American University.



David S. Robinson

Chair, Consular Corps of North Carolina, USA; Counsel, Nexsen Pruet;
Honorary Consul for Japan in North Carolina (Emcee)

The global commercial marketplace is rapidly becoming both more complex and interwoven. Few attorneys understand the opportunities and dynamics of global trade better than David Robinson. He has assisted clients in cross-border transactions around the world. He has been to over 50 countries. He has run two US subsidiaries of foreign companies. David knows when "yes" means yes and when it means no, and he knows the importance of cultural understanding in international commerce. He helps global businesses integrate corporate compliance and operational programs into subsidiary operations, facilitate the transfer of personnel among operations, comply with export control and boycott regulations, and negotiate commercial and joint venture relationships. Whether your business is a seasoned competitor on the global stage or just 'testing the waters' of foreign opportunities, David can help level your 'playing field.'

BUILDING GLOBAL LEADERSHIP SINCE 1979

Go Global NC designs and manages programs and initiatives to provide North Carolinians with skills, understanding, connections, and knowledge to succeed in a global community.



For a customized global leadership program or cultural competence training, contact Meredith Henderson at mlh@northcarolina.edu

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