

TRADE CENTER SYSTEMS

Trade show development company launching industry-specific permanent trade center "business accelerator" concepts. Developed in partnership with Altman Group, responsible for Northeast Trade Center, Burlington Gift Center, other marts.

• INTERNATIONAL GREEN TECHNOLOGY TRADE CENTER

(<http://greentrade128.com>)

"GreenTrade" is a 60,000 sq ft permanent trade center for 250+ green technology and renewable energy entrepreneurs. Developed in co-ordination with state, regional green associations, consulates and universities and incubator programs. Location in high-profile Boston Seaport Innovation District, with lower-than-market rent and LOI for landlord to build-to-suit. New plan requires \$250k working capital, offers 10X investment return. (<http://abc.vg/GT1.pdf>)

• MITRE INNOVATION CENTER

"MITRE Mart" will be a 90,000 sq ft permanent trade center for 350+ young tech companies in military, defense, security. Incorporates broad MITRE "innovation brokering" strategy, internal communications campaign and conference bureau. Structured as an outside management contract, where MITRE and its institutional partners secure budget and property.

ADVANCED BUSINESS COMMUNICATION

Corporate communications counsel, financial and political copy and speech writing, database ID mandates.

Business Intelligence - Identification Mandates

• FINADIUM

(<http://abc.vg/F1.pdf>)

Identified multiple investment opportunities in renewable finance; researched, published 30-pp financial research paper.

• PLATIS CORPORATE FINANCE – ARTHUR D. LITTLE (EUROPE)

(<http://platicorporate.com>)

Identified 10 wind, solar projects to acquire for European Renewables investment team's new \$200 million USA fund.

• CITYLINK INVESTMENTS (ISRAEL)

(<http://citylink.co.il>)

Identified international LPG supplier for major contract, identified USA service stations to acquire for Israeli investment bank.

• RESORT DEVELOPMENT ASSOCIATES (SPAIN)

(<http://hdagolf.com>)

Identified funding sources, prepared all financials for leading European golf resort developer in \$35m raise in Costa Rica.

• LUXURY HOTELS PROJECT

(Private)

Identified 50+ "off-market" luxury hotels and resorts; developed plan for \$30m Canadian Family Office to monetize contacts.

Communications Advisory - Copywriting, Strategy for Marketing, Public Relations Campaigns

• BRIGHTFIELDS DEVELOPMENT

(<http://brightfieldsllc.com>)

Advised leading contaminated site remediation co for new co building solar fields on landfills; wrote website, brochures.

• RED AGENCY LA

(<http://redagency-LA.com>)

Advised 500-client LA talent agency in major "socially conscious" re-launch, re-branding; wrote website, brochures.

• SALMON OF THE AMERICAS

(<http://salmonfacts.org>)

Advised \$8 billion international salmon industry lobby; wrote 80-page presentation for FDA, developed strategic media plan.

• GLOBAL MENTAL POWER

(<http://abc.vg/GMP.zip>)

Advised World Bank director on media launch as neuro-linguistic programming (NLP) expert; wrote press kit, articles.

• BIENESTAR APPAREL

(<http://abc.vg/BA1.pdf>)

Advised, pro-bono, Israeli-Palestinian joint venture to export T-shirts from Bethlehem; wrote concept-based marketing plan.

Financial Copywriter - Editor, Proofreader, Ghostwriter, Fact Checker, Researcher - Published Financial Journalist

• EVEREST CAPITAL

Wrote Hedge Fund Marketing - Quarterly Reports (<http://abc.vg/EV1.pdf>), Pitch Books (<http://abc.vg/EV2.pdf>)

• FINADIUM

Wrote Investment Research – 10,000 word White Paper (<http://abc.vg/F1.pdf>) "Opportunities in Renewable Energy Finance"

• ALPHA MAGAZINE

Wrote for Leading Hedge Fund Magazine – 5,000 word Article (<http://abc.vg/A1.pdf>) "Hedge Fund Seeding: Buy and Hold"

• VENTURE EQUITY LATIN AMERICA

Wrote for Private Equity Monthly – 1,500 word Article (<http://abc.vg/VELA.pdf>) "PE Property Funds Eye Brazil, Mexico"

• FINANCIAL TIMES

Wrote for Global Daily Business Newspaper - 349 published articles - 400-1000 word foreign corr. - (<http://abc.vg/FT1.pdf>)

• AFX NEWS

Wrote for Global Stock Market Newswire - 3,500 published financial news agency articles - (<http://abc.vg/AFX1.pdf>)

EXECUTIVE EXPERIENCE:

ADVANCED POWER

2008 - 2009

Siemens-partnered international power developer, specializing in combined-cycle natural gas turbine (CCGT) power plant

Crisis P.R. Consultant, Director of Community Relations

- Advised European energy developer in year-long PR campaign to support \$350m natural-gas combined cycle power plant.
- Coordinated major trade union leadership, managed external PR cos, led local rollout, opened Main St. office.
- Produced 5-minute power plant video, wrote all handout materials, hosted "Power Hour" radio show on local WXBR AM.
- Informed citizens and politicians about economic merits, safety concerns for new power plant. (<http://abc.vg/AP.pdf>)

EVEREST CAPITAL

2006 - 2007

\$2.0 billion Bermuda-based Global Macro and Emerging Markets Hedge Fund Management Company.

Director of Communications

- Re-defined corporate image, improved marketing campaigns, managed media relations for 20-year old hedge fund co.
- Explained complicated hedge fund strategies for current and potential investors to increase sales.
- Responsible for redesigning and producing all corporate material: profiles, quarterly reports, white papers, RFPs.
- Proposed innovative sustainable investment products, brand affiliation programs, designed annual conference strategy.

THE FINANCIAL TIMES

2001 - 2004

Madrid Correspondent, Bureau Chief (2003)

- Gained access to top corporate, political leaders; published widely on M&A, finance, diplomacy, governance, religion.
- Major articles on Stock Markets, Pensions, Corporate Governance, Introduction of the Euro, 2004 Atocha terrorist attack
- As Bureau Chief, set agenda, managed reporter, researcher, produced multi-page FT annual Spain Banking Report.
- Also published in Alpha, Venture Equity, Futures Industry, Scottish Banker, Report on Business, Director Magazine.
- Guest lecturer IESE Business School, Barcelona. Interviewed on NPR, Sky News.

AFX NEWS, LTD.

1998 - 2001

London-based financial newswire owned by The Financial Times and Agence France Press, now part of Thomson-Reuters.

Madrid Correspondent

- Broke news of Telefónica's plans to list its in-house internet business as Terra Networks on Nasdaq, Madrid.
- Published feature on European stock market integration in Madrid Stock Exchange Magazine.

JVS MICRO-ENTERPRISE PROGRAM

1996 – 1997

Loan Fund Administrator

- Administered \$850K micro loan fund program for entrepreneurs in long-term work study program as Tufts undergraduate.
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EDUCATION:

COLUMBIA UNIVERSITY BUSINESS SCHOOL

2004 - 2005

Visiting Fellow. Value Investing, Corporate and Media Strategy, International Corporate Tax Law, Business Plans.

COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM

2004 - 2005

MSc, Knight-Bagehot Fellow in Economics and Business Journalism. Led *Columbia Journalism Review* re-launch team.

TUFTS UNIVERSITY

1994 - 1998

BA, International Relations. Dean's List. Editor, *Hemispheres*, journal of foreign affairs. Junior year exchange to Spain.

COMMUNITY INVOLVEMENT:

THE JEWISH ADVOCATE

Advised leading Jewish newspaper; wrote strategic plan to revamp business and editorial operations for publisher .

CHAI CENTER CHABAD

Advised religious non-profit to grow membership through outreach; now Boston's largest young adult group (500+ members)