

# Lauren Swartz

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Philadelphia, PA

Strategic, international business leader with 15+ years of experience in trade, investment and economic development. Success in building teams, process improvement, global relationship management, public speaking at major events worldwide, cross cultural communication and identifying emerging market opportunities.

**Strategic Planning | C-Suite Leadership | Global Consulting  
Cross-Cultural Experience | Sales Management | Public Relations  
Influential Communication | Relationship Management | Process Improvement  
Business Development | Consultative Sales**

## LEADERSHIP EXPERIENCE

### World Affairs Council of Philadelphia: Philadelphia, PA

2020 - present

Since 1949, fostering international discourse, global youth education, premier speakers, and educational travel

#### CEO & President

- Lead all aspects of the Council, including management of finance, development, speaker programs, education, travel, membership and operations
- Oversee premier, nonpartisan speaker program and serve as the moderator for key voices such as heads of state, Nobel Peace Prize winners, policymakers, journalists, academics, private sector trailblazers, and historic leaders
- Actively partner with the Board of Directors to develop strategy and vision
- Establish relationships with key corporate, governmental and community leaders to maximize access to civics and global education for youth and adults
- Launch and sustain development and public relations strategies to cultivate partnerships and visibility
- Ensure youth education programs serve a wide range of students and provide access to non-partisan, global perspectives and experiences that complement students' curriculum

### Honorary Consul of Sweden in Pennsylvania

2021 – present

Official representative of the Kingdom of Sweden in the Commonwealth of Pennsylvania, providing consular support and connectivity between the state and country.

### City of Philadelphia - Department of Commerce: Philadelphia, PA

2016 - 2020

Comprised of 70 employees, drives private sector growth benefitting the City, citizens and businesses

#### Deputy Commerce Director, International Business and Global Strategy

- Establish and implement a global strategy to attract foreign companies to open operations in Philadelphia; increase trade, capital and air service by influencing private sector decision-makers
- Increased international businesses opening in the City from 9 to 25 in 2 years, creating 1,500 jobs
- Generate leads by hosting annually 150+ business development visits (300% increase in 2 years) from 60+ countries (50% increase in 2 years)
- Design and provide bespoke consulting for companies expanding into the U.S.
- Elevate and manage Philadelphia's competitive position in 25 key international markets, focusing on brand identity, incentives, leading sectors and growth sectors
- Convene private and public sector stakeholders to develop priorities on global issues and policy
- Chaired the Brookings Institution Global Cities Initiative on Metro Economic Partnerships for Philadelphia; competitive process with only 9 U.S. cities selected
- Grew department from individual contributor to obtaining and managing a professional team of 4
- Brand ambassador for the City of Philadelphia's international business community
- Speak at 50+ engagements annually at industry events worldwide in complex, multi-lingual settings, generating a 300% increase in leads

### Food Export USA – Northeast: Philadelphia, PA

2010 – 2016

A trade association generating +\$500 million in annual revenue for members by growing trade

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## Deputy Director

- Managed core strategic alliances and oversaw all operations, HR, audits, and compliance
- Forged strategic partnerships between public and private sector and business-to-business
- Grew export sales for 600+ U. S. clients with global buyers like Walmart, Metro, Carrefour, Lotte, etc.
- Created a customer relationship management team and database, yielding 40% new client growth
- Led the development of a B2B online sales platform for retail and foodservice supply chains
- Established a 40+ country market development strategy to increase multi-channel export sales
- Provided trade policy guidance to state and federal agencies
- Managed a local staff of 14 and a global contractor network of +30
- Exceeded performance metrics every year for a \$12 million annual budget
- Promoted the organization worldwide at 100+ trade shows, conventions and conferences

## Lauren Swartz Consulting: Philadelphia, PA

2008 – 2010

Consulting and project management services specializing in international trade and business development

### Owner & Principal

- Executed 20+ projects annually involving international business development missions, corporate buyer delegations, industry tours and online marketing and promotional projects
- Developed marketing plans and promotions for the food industry, restaurants and trade groups
- Representative assignments include: opening the China market for U.S. wild blueberries and American lobster generating +\$100M in annual sales; multi-channel corporate buyer engagement for the National Confectioners Association with key buyers from +15 top global retailers; business development mission to Mexico City for 15 American exporters, leading to 20% sales growth

## Tria Café & Fermentation School: Philadelphia, PA

2007 – 2008

Independent restaurant group and tasting school specializing in the world's best wine, beer and cheese

### Business Manager & Food Writer

- Provided accounting, cost analysis, purchasing, menu planning for two restaurants and a tasting school with combined revenues over \$10 million annually
- Developed 30+ strategic relationships with marketing partners and vendor relationships
- Wrote and edited specialty wine, beer, cheese descriptions, menus and promotional copy

## Food Export USA – Northeast: Philadelphia, PA

2005 – 2007

A trade association generating +\$500 million in annual revenue for members by growing trade

### International Marketing Program Coordinator

- Designed and executed 20+ annual international food trade promotion projects worldwide
- Created and tracked strategic goals for a \$10 million dollar export development program

## Denmark's International Study Program: Copenhagen, Denmark

2003 – 2005

Scandinavia's premier study abroad program, hosting +1,000 students from +100 universities

### Program Coordinator: European Union Politics, Business & Economics

- Organized and led international business and politics study tours throughout Europe
- Developed university curriculum and academic tutoring in EU economics, politics and business

## EDUCATION

### Randolph-Macon Woman's College: Lynchburg, VA

1999 - 2003

Bachelor of Arts in Communication. Minors in Philosophy, Spanish and Business Economics

Cum Laude graduation honors. Presidential Scholarship Recipient. Communications Honor Society

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## BOARDS & CIVIC LEADERSHIP EXPERIENCE

<b>Philadelphia Convention &amp; Visitors Bureau – Board Member</b>	<b>2020 – Present</b>
<b>Leadership Philadelphia – Board Member</b> Fellow of the Core Class of 2016	<b>2019 – Present</b>
<b>U.S. Global Leadership Coalition</b> Member of Pennsylvania Advisory Committee	<b>2020 – Present</b>
<b>Women Against Abuse, Philadelphia – Board Member</b>	<b>2014 – Present</b>
<b>Satell Institute – Board Member</b>	<b>2020 – Present</b>
<b>Global Philadelphia Association – Board Member</b>	<b>2020 – Present</b>
<b>Forum of Executive Women – Member</b>	<b>2020 – Present</b>
<b>Sunday Breakfast Club of Philadelphia – Member</b>	<b>2020 – Present</b>

## AWARDS & PROFESSIONAL ACTIVITIES

### Selected Recent Awards:

- “40 Under 40” Honoree in the Philadelphia Business Journal – 2019
- Women 2 Watch – featured leadership podcast guest - 2019
- Temple University Fox School of Business – International Business Partner of the Year 2017

### Public Speaking & Media Experience:

Extensive experience in public speaking including conferences, conventions, newspapers, TV and other global media. 50+ Annual Public Speaking Engagements, some examples include:

South-by-Southwest (Texas)	Brookings Institution (Washington, D.C.)
Zhuhai Commerce Bureau (China)	Philadelphia Convention & Visitors Bureau Board
International Educators Workshop (Denmark)	Bisnow State of the Office (Philadelphia)
Belfast City Council (Northern Ireland)	Berlin Partner (Germany)
Penn Wharton China Center (China)	BPHL Innovation Fest (Philadelphia)

<b>Toastmasters International Philadelphia, PA</b> Member of competitive public speaking and training club	<b>2010 – 2017</b>
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**International Work & Travel Experience:** Traveled to 30+ countries; lived in Denmark, U.K and Peru.