

PASSPORT TO SUCCESS



7th

International Business Career Conference

Presented by:
International Business Honor Society
Friday, March 6, 2015
8 am – 2:30 pm
J.C. Penney Building/Conference Center
University of Missouri–St. Louis



UMSL Business
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Keynote Speaker Betsy Cohen



Executive Director
The St. Louis Mosaic Project

Betsy Cohen is the Executive Director for the regional Immigration & Innovation Initiative called The St. Louis Mosaic Project. This initiative is a joint collaboration of the St. Louis Economic Development Partnership, the Regional Chamber, the Regional Business Council, five universities and leaders of the other 15+ organizations on the Steering Committee. The goal is that by 2020 our region will have the fastest growth rate of foreign-born people, reversing our current declines on our regional population of 2.8 million. With this new talent at all skill levels will come entrepreneurship, job creation and people to add to our neighborhood schools, businesses, government, culture and shared economic prosperity. We will involve business, government, education, faith, safety, health, culture, diverse local chambers and agencies plus the people of our region. This initiative will add to local momentum already building for the high number of technology startups and plant science opportunities.

Betsy is on the board of the St. Louis United Way, the Advisory Board of the St. Louis University Cook School of Business, the St. Louis Crisis Nursery Advisory Board and the Washington University Council for Sustainability. She has been recognized by the St. Louis Business Journal as one of the most influential women in St. Louis, and she has been recognized by the YWCA as a regional corporate leader.

Betsy received her BA from Wellesley College and her MBA from the Harvard Business School. She speaks French, beginner Spanish and had a long career with international colleagues in her previous role as a vice president at Nestlé Purina. At Purina, she also launched and led a St. Louis regional coalition.

Schedule of Events

- 8:00- 8:45 **Doors Open** - Registration/Sign-In
- 8:45- 9:00 **Welcome and Keynote Speaker Introduction**
Dr. Joseph Rottman,
Director, International Business Institute
- 9:00- 9:30 **Keynote Address**
Betsy Cohen,
Executive Director of The St. Louis Mosaic Project
- 9:30- 9:45 **Introduction of Workshops and Speakers**
- 9:45- 10:00 **Break**
- 10:00- 11:30 **Workshops** (2 sessions/ 40 minutes per session)
- Room 202** Shaker Sadasivam, SunEdison Semiconductor
"Closing the Deal: Being Culturally Flexible"
- Room 204** Bryan Zvibleman, Chrysler - Fiat Automobiles
Ed Garsten, Chrysler - Fiat Automobiles
"Social Media's Global Reach"
- Room 402** Betsy Cohen, The St. Louis Mosaic Project
"Landing an International Business Career Post Graduation"
- Room 403** Bret Schnitker, Stars Design Group, Inc.
"Becoming an International Entrepreneur"
- Room 404** Susanne Evens, AAA Translation
"International Experience Can Land You That Job"
- Headhome** Dion Cantu, Federal Bureau of Investigation (FBI)
"Survival Guide to Studying Abroad"
- 11:30- 1:00 **Summit Lounge** Networking with Area Professionals
- 12:00- 12:45 **Lunch and Learn**
- Room 202** Neal Gordon, JM Eagle
"Global Sustainability in Business"
- 1:00- 2:00 **Executive Panel** (Scott Bell, Charles Hoffman, Kei Pang, Torbjorn (Turbo) Sjogren and Tom Wilson)
"Making the Transition from International Business Students to International Business"
- 2:00- 2:30 **Closing Remarks and Door Prizes**

Executive Panelists



Tom Wilson (Moderator)
Vice President, Global Communications
and Marketing
Monsanto



Torbjorn (Turbo) Sjogren
Vice President,
Global Modernization and Sustainability
The Boeing Company



Charles Hoffman
Dean, College of Business Administration
University of Missouri-St. Louis



Kei Pang
CEO & President, HVAC
Nisec Motor Corporation



Scott Bell
Vice President, Global Sales Programs
Siemens SIW

Workshops



Shaker Sadasivam
SunEdison Semiconductor
"Closing the Deal: Being Culturally Flexible"



Ed Garsten/Bryan Zvibleman
Chrysler - Fiat Automobiles
"Social Media's Global Reach"



Betsy Cohen
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Dion Cantu
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Lunch and Learn



Neal Gordon
JM Eagle
"Global Sustainability in Business"