TRANSNATIONAL
STRATEGY GROUP

Mr. John M. Andersen — Austin, Texas

Senior Advisor for International Strategic Marketing

John Andersen is a former U.S. Deputy Assistant Secretary of Commerce for the Western Hemisphere and has served as Acting Assistant Secretary for Global Markets, with a worldwide jurisdiction. He was responsible for developing programs, policies and strategies to strengthen the United States' commercial position in the Western Hemisphere. He led both a headquarters team in Washington, as well as a network of 24 field offices throughout the region, to carry out this mission that was focused on assisting both experienced and new-to-export American companies to develop foreign markets, promote inbound investment promotion programs and otherwise advance national commercial interests. Mr. Andersen played a key role in the successful negotiation of the United States-Mexico-Canada Agreement.

He held several other senior positions within the Department of Commerce, including Principal Deputy Assistant Secretary for Global Markets, Acting Deputy Assistant Secretary for Anti-Dumping/Countervailing Duty (AD/CVD) Operations and Senior Advisor on Cuba for former U.S. Secretary of Commerce Carlos Gutierrez. He was involved in several major international and bilateral negotiations, including the Uruguay Round of Multilateral Trade Negotiations, and Free Trade Negotiations with Canada, Chile, Central America and the Dominican Republic, Peru, Colombia, and Panama. He was a key member of two Presidential Commissions focused on assistance to a free Cuba.

Mr. Andersen served as Chairman of the Asia Pacific Economic Cooperation (APEC) Small and Medium Enterprise Working Group for the 2015-2016 APEC years. During his tenure, he ensured that this vital group would have permanent representation within APEC.

He was awarded the Department of Commerce's Gold Medal, as well as three Department of Commerce Silver Medals. Mr. Andersen has a Master of Public Affairs from the LBJ School of Public Affairs, the University of Texas at Austin and a BA with honors, in history from the University of Texas at San Antonio.