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Mr. Noel Nevshehir is the director of Automation Alley's International Business Services. His responsibilities include enhancing the global competitiveness of Michigan companies doing business overseas. This consists of developing international trade assistance programs for new-to-export companies, organizing international business conferences on the opportunities and challenges of globalization, and coordinating trade missions to Brazil, China, EU, India, Israel, and Vietnam.



Under Nevshehir's leadership, Automation Alley recently received the President's "E" Award from President George W. Bush and the U.S. Secretary of Commerce Carlos Gutierrez. This is the highest and most prestigious trade award granted to organizations in recognition of their accomplishments in promoting international trade and economic development. The award was directly attributed to the success Automation Alley trade missions overseas that resulted in the creation of nearly 200 local jobs while generating \$131 million in U.S. exports, new business development, and investment for company participants and the region as a whole.

Nevshehir's responsibilities also includes marketing and promoting Michigan as a diverse high-tech powerhouse and global center for innovation to investors worldwide who are interested in establishing a presence in Michigan. In addition, he is involved in initiatives designed to transform and diversify the state's economy into the emerging industries of advanced manufacturing, biotechnology/life sciences, nanotechnology, and renewable energy where global demand in these industry sectors are especially strong. This includes assisting automotive suppliers diversify into the aerospace, defense, and medical industries.

Prior to joining Automation Alley, Nevshehir was program manager for Emerging Technologies and manager of Corporate Relations for the Society of Manufacturing Engineers (SME). He led and supported major manufacturing trade shows, conferences, and expositions around the world. He also headed new product development initiatives and created programs focused on alternative energy systems, biotechnology/life sciences and nanotechnology. Nevshehir also formed strategic alliances and collaborative partnerships with business organizations that broadened the SME's product line by 12% while increasing net revenues by \$1.2m within 13 months.

Nevshehir's career has also focused on assisting companies create results-orientated business plans and marketing strategies aimed at increasing their sales and profits while accelerating the speed to market of innovative technologies, products and services. His almost 20 years of experience in international business and economic development includes positions at the Detroit Regional Chamber where he served as manager of the World Trade Club and manager of International Trade and Economic Development. While there, he planned and organized trade missions to Asia, Europe, and Middle East. In addition, he drafted international business plans and developed market-entry strategies for new-to-export

companies that resulted in their first sales overseas. He was then recruited by Consulate General of Mexico in Detroit where he created the U.S.-Mexico Chamber of Commerce Great Lakes Chapter. He established the chapter as the Midwest's leading trade and economic development organization for U.S. companies doing business in Mexico. He also developed new products and services that resulted in a 315% increase in membership, 260% growth in revenues, and 198% in profits within 18 months. Furthermore, he organized and lead trade missions to Mexico that resulted in more than \$250m in trade and investment between Michigan and Mexico. Nevshehir also managed a task force that developed public policies aimed at improving the flow of three-way trade and investment between the NAFTA countries. Additionally, he arranged the visit of the Honorable Vicente Fox, president of Mexico, to Michigan.

Other work experience includes serving as the director of Logistics for F.W. Myer's & Company, and international customhouse brokerage firm. He was also project director and research analyst at the Royale Institute of International Trade and Commerce in London where he performed cost-benefit analyses for economic development projects financed by the World Bank and conducted basic research for UN-sponsored programs designed to lift developing nations out of poverty.

Nevshehir graduated with distinction from the University of Michigan with bachelor degrees in Economics and Russian Studies. He also received his master's degree with honors from the London School of Economics and Political Science with a concentration in International Relations and Economics. Nevshehir's cross-cultural experience includes having worked, studied, lived, and/or traveled to 70 countries. Language skills include Russian and working knowledge of Spanish.

### **BIOGRAPHY-SHORT VERSION**

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A citizen of the UK and US, Nevshehir graduated with distinction from the University of Michigan with bachelor degrees in Economics and Russian Studies. He also received his master's degree with honors from the London School of Economics in International Relations and Economics. Nevshehir's cross-cultural experience includes having worked, studied, lived, and/or traveled to 70 countries. Language skills include Russian and working knowledge of Spanish.

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