

**Western Hemisphere Business Outlook Conference 2004**

**Services Track Biographical Sketches**

**February 4, 2004**

**The Raymond F. Kravis Center for the Performing Arts**

**Rebecca Armand**

Rebecca Armand has been the senior commercial officer at the US Embassy in Lima, Peru since August 2001. As the US Department of Commerce's senior representative in Peru, she is responsible for the promotion of all of the department's programs and US business interests in the country.

Prior to this appointment, Ms. Armand was a commercial officer in Nairobi, Kenya, where she promoted US business and exports in eastern African countries. During her tour in Kenya, Ms. Armand organized and led the region's first-ever International Buyer Program for the United States and created a regional training program to assist personnel from other embassies in promoting US commercial interests.

Previously, Ms. Armand served as the regional commercial officer at the US Embassy in the Dominican Republic, where she assisted US exporters and investors in the Caribbean in achieving their business objectives. She managed Department of Commerce operations and trade promotion events in the region, including a presidential trade mission to the eastern Caribbean.

**John David Breidenstine**

John Breidenstine began his tour as commercial counselor at the US Embassy in Mexico in August 2003. He came to the position after a reconstruction-related assignment at the US Embassy in Kabul, Afghanistan. Mr. Breidenstine served as a commercial counselor in Ankara, Turkey from 1997 to 2002, winning the International Trade Administration's Bronze Medal for his team's work promoting US business interests in Turkey and the greater Caspian region. Before that, he was the senior commercial officer in Tashkent, Uzbekistan, where he established the American Business Center and Commercial Service operations. He received the Department of Commerce's Gold Medal for his work at the US Embassy in Kuwait in support of that country's reconstruction and re-supply efforts after the Gulf War.

Mr. Breidenstine began his Foreign Service career in 1990 as a junior commercial officer at the US Consulate General in Munich, Germany. Before joining the US government, he worked as an account executive for International Paper in New York and Atlanta. A

1984 graduate of Davidson College, he completed master's degree work in international relations at the University of Miami and the Free University of Berlin in Germany.

### **Fernando J. Campo**

As vice president for Latin America and the Caribbean at Citrix, Fernando Campo is responsible for sales, marketing, services and new market development throughout the region.

Mr. Campo has 13 years of experience in high-tech sales and services and led Citrix's consulting and technical services organizations. Before joining the company, he was vice president and chief operating officer of Innovex Group, an IT consulting firm based in South Florida. Mr. Campo also served as a senior manager in the Technology Integration Services group of Andersen Consulting.

Mr. Campo holds a bachelor's degree in mechanical engineering and an MBA, both from Tulane University.

### **Carl A. Cira**

Carl A. Cira is director of the Summit of the Americas Center at Florida International University. Before joining FIU he worked in Latin America with the US Agency for International Development (USAID), most recently as mission director in Bogotá. From 1993 to 1997 he directed USAID's Office of Democratic Initiatives in La Paz, Bolivia, heading a politically sensitive program for law and state reform that helped build Bolivia's democratic institutions and expand human rights protection. Mr. Cira also served for 12 years with the US Justice Department's antitrust division and was deputy chief of its foreign commerce section.

Mr. Cira's academic experience includes positions as senior research scholar at FIU's School of Public Affairs and Services and as adjunct law professor at Georgetown University, where he was also executive director of the International Law Institute. He holds a J.D. from Boston College Law School.

### **Daniel "Danny" DeVito**

Daniel DeVito is the US Department of Commerce's regional director for the Western Hemisphere. He is responsible for managing Commercial Service offices in 14 countries stretching from Canada to the Southern Cone of Latin America. Prior to his current position, he served with the Commercial Service in Mexico City from 1999 through 2002. From 1994 to 1999 he was based in Washington, D.C., where he was associate director for the Middle East and North Africa. He has also served as senior commercial officer in Pakistan and Honduras and as principal commercial officer in Melbourne, Australia.

Prior to joining the Commerce Department in 1984, Mr. DeVito worked with multinational agroindustrial firms in Central America. He has a master's degree in international management from the American Graduate School of International Management in Phoenix, Arizona.

### **Eduardo A. Gamarra**

Eduardo A. Gamarra is director of the Latin American and Caribbean Center at Florida International University, where he is also a full professor in the Department of Political Science and editor of *Hemisphere*, a magazine on Latin American and Caribbean affairs. He is the author, co-author or editor of several books on the region, as well as numerous articles. His current research focuses on the political economy of narcotics trafficking in the Andean region and the Caribbean, democratization and civil-military relations, and he has testified in the US Congress on drug policy toward Latin America. Dr. Gamarra holds a PhD in political science from the University of Pittsburgh.

### **Patricia M. Hernandez**

Patricia M. Hernandez is an attorney practicing in the areas of banking, finance and international law. Her focus is on counseling financial institutions and other businesses on a wide range of legal issues. A significant part of her practice involves the representation of foreign entities, including a number of Latin American banks, in transactions and regulatory matters in the United States. Ms. Hernandez has assisted several foreign banks seeking entry into the United States and represents domestic financial institutions and US offices of foreign banks with respect to their day-to-day activities, including regulatory compliance and loan transactions. She has also developed knowledge in the area of privacy and compliance with the requirements of the Gramm-Leach-Bliley Act.

Ms. Hernandez represents US corporations doing business abroad with respect to a variety of legal issues, including counseling US and foreign clients on the effects of the US trade embargo of Cuba on their businesses. She also has experience representing foreign governments in their privatization efforts, especially in the financial services area, and has represented a number of US clients, including several telecommunication concerns, in their participation in foreign privatizations.

Ms. Hernandez is a member of the Florida Bar, the Dade County Bar Association and the Cuban American Bar Association and is active in mentoring law students at the University of Miami. She earned her B.A. and J.D. at the same university, where she also served on the *University of Miami Law Review* and directed the Student Legal Research Center.

### **Mitch Larsen**

Mitch Larsen has been senior commercial officer for Guatemala and Honduras, based at the US Embassy in Guatemala City, since July 2003. He spent the prior year in

Washington, D.C. on detail to the Office of the Western Hemisphere of the US & Foreign Commercial Service.

Mr. Larsen was principal commercial officer at the US Consulate General in Melbourne, Australia from September 1998 to July 2002. In Melbourne, Mr. Larsen led an increase of more than 300% in export successes for his office, while sectoral reporting to the US business community on significant market opportunities more than doubled.

Mr. Larsen received an MBA in international management from San Francisco's Golden Gate University, where he also earned a certificate in export management. He is currently an ex-officio member of the board of directors of the American Chamber of Commerce in Guatemala.

### **José Antonio Santos**

José Antonio Santos is a partner with Rojas Santos Stokes & García LLP. He concentrates his practice in the area of international commercial and financing transactions, assisting companies in establishing and acquiring operations in virtually every country in the Americas, as well as Europe and Asia. His experience covers mergers and acquisitions, cross-border transactions, joint ventures, distributorships, loans and structured finance, technology transfers, arbitration and other forms of alternative dispute resolution for US and foreign corporate clients. He has served as an arbitrator on panels involving a variety of commercial disputes, and he has extensive experience in analyzing foreign laws and regulations affecting complex cross-border corporate and financial transactions and disputes worldwide.

Mr. Santos is a past chairman of the International Law Section of The Florida Bar Association. He sits on the council of the hemisphere-wide Inter-American Bar Association and serves as vice-chair of the International Professional Services Group. In addition, he is a representative to the United Nations Economic and Social Council of the American Bar Association and chairman and president of the Commercial Dispute Resolution Center of the Americas, Inc.

### **Richard B. Self**

Richard Self is a principal associate at Nathan Associates Inc. He provides advice to a variety of governments, particularly in Africa and Asia, on international trade, with specific emphasis on the services sectors. He also advises private clients, including a life insurance association and the software industry association.

In his 30-year career in government, Mr. Self focused almost exclusively on international trade. He served as deputy assistant U.S. trade representative for services and was the chief U.S. negotiator for services during the Uruguay Round. In this capacity he helped produce the first international trade agreement covering the services sectors and was one of the authors of the General Agreement on Trade in Services (GATS). He participated in numerous market access negotiations in services, including negotiations subsequent to

the Uruguay Round, in the areas of insurance, maritime and the temporary entry of natural persons. At the USTR Mission to the World Trade Organization, Mr. Self was responsible for negotiating the accession to the WTO of more than 20 countries.

Prior to joining Nathan Associates, Mr. Self was senior international advisor at the law firm of Akin Gump Strauss Hauer & Feld.

### **Terry J. Sorgi**

Terry J. Sorgi is the US Department of Commerce's regional senior commercial officer in the Dominican Republic. He joined the Commercial Service in 1978 as an international trade specialist at the Indianapolis, Indiana district office. In 1983, he was promoted to senior international trade specialist responsible for the Tulsa, Oklahoma branch office. He transferred to the foreign operations of the Commercial Service in 1990 and served in Nigeria, the United Arab Emirates, Mexico and the Netherlands before assuming his present duties in Santo Domingo. He has received numerous awards for his work from the US government and private sector, including the US Department of Commerce's highest award, the Gold Medal.

Prior to joining the Commerce Department, Mr. Sorgi held private sector positions in banking and finance. He holds a B.A. in international studies from the University of Wisconsin and a master's in international management from the American Graduate School of International Management (Thunderbird).

### **J. Robert Vastine**

J. Robert Vastine is president of Coalition of Services Industries. Prior to this position, he served as president of the Congressional Economic Leadership Institute. His executive branch experience includes service as deputy assistant secretary of the treasury for international trade and raw materials policy and as vice president of the oversight board of the Resolution Trust Corporation. On Capitol Hill, he was staff director of the Republican Conference of the US Senate; minority staff director for the Senate Committee on Government Affairs; legislative director for Senator John Chafee; and legislative assistant for Congressman Thomas Curtis. Mr. Vastine was national government affairs manager for CPC International, Inc. He currently serves as chairman of the US Industry Sector Advisory Committee for International Trade in Services, an official advisory body to the US Trade Representative and Department of Commerce.

### **Jim Wilson**

Jim Wilson is a career foreign commercial service officer with more than 25 years of US government service. His overseas assignments have included posts in Malawi, Argentina, Kenya, Spain and Turkey. He has also worked in Washington at the

Commerce Department as director of the Office of Energy and Infrastructure and at the Office of the US Trade Representative as director for South America.

Mr. Wilson assumed his current appointment as senior commercial officer at the US Embassy in Buenos Aires in August 2000. There he leads a Commercial Service team whose mission is to assist US exporters in Argentina through market research, trade promotion event organization, business counseling and commercial advocacy.