

PULLAM

ECONOMIC DIPLOMACY · POLICY · MANAGEMENT · ASIA

BIDEN-HARRIS: Voter protection volunteer, fundraiser, event host, policy working group member.

OBAMA-BIDEN: Former Deputy Assistant Secretary for Textiles, Consumer Goods, and Materials at the U.S. Department of Commerce. Helped steer SelectUSA, a presidential initiative, through high-pressure startup phase to promote the United States as the leading destination for foreign direct investment (FDI).

STATE & LOCAL SERVICE: Advised Delaware Governor Jack Markell on export promotion, foreign investment, and communications, collaborating with counterparts across 14 state agencies. Led FDI efforts at the Maryland Department of Commerce, while assisting small businesses with export challenges.

POLICY: Counseled multinational clients, state and local officials, and U.S. federal colleagues on wide variety of policy issues: trade, FDI, foreign government relations, Asia supply chain issues (labor, human rights, environmental impact), capacity building, food safety and related standards, climate change, and sustainable forestry.

MANAGEMENT: Trained, mentored, and managed a multicultural team across 11 offices in six countries.

TWO DECADES of ASIA EXPERIENCE: Nine years on the ground in China. Managed projects, missions, and teams in Japan, Korea, Singapore, Thailand, Vietnam, Indonesia, and India.

recent EXPERIENCE

LUTHERAN IMMIGRATION & REFUGEE SERVICE *January 2022 - Present*

Director of Strategy

- Currently leading implementation of strategic plan and high-priority economic empowerment initiatives.

MARYLAND DEPARTMENT OF COMMERCE *January 2018 - December 2022*

Regional Manager, East Asia & Foreign Direct Investment (FDI) Team Lead

- Drove vetting of Chinese suppliers during critical phase of COVID-19 response, developing SOPs and working across agencies.
- Led Maryland's FDI promotion strategy, managing team members in Europe, Japan, South Korea, China, and Southeast Asia.
- Engaged with domestic industry: biotechnology, cybersecurity, manufacturing, distribution, offshore wind, and blue tech.
- Managed relationships with East and Southeast Asian government counterparts; negotiated agreements with the Embassy of Japan, Kanagawa Prefecture, and the Korea SMEs and Startups Agency (similar to the U.S. Small Business Administration).
- Recognition: Selected for 2021 World Trade Center Institute Emerging & Developing Global Executives Program. Named "Commerce Superstar" for work on the 2021 SelectUSA Summit, yielding more leads than all previous years combined.

U.S. DEPARTMENT OF COMMERCE *September 2016 - January 2017*

Deputy Assistant Secretary for Textiles, Consumer Goods, and Materials (Obama-Biden Appointee)

- Led three offices to analyze and implement trade policy covering a large swath of the global economy.
- Managed and motivated 30 team members. Focused on morale, coaching, and quality control.
- Engaged with domestic industry through five Industry Trade Advisory Committees (ITACs) and chaired the interagency committee responsible for U.S. textile trade policy and implementation.
- Selected for the Office of Presidential Personnel's Economic Leadership Workshop in 2016.

U.S. DEPARTMENT OF COMMERCE 2013 - 2016

Director of Outreach & Communications, SelectUSA

- Helped lead SelectUSA from startup to stability.
- Built reputation for "getting things done" during first three Investment Summits. The 2016 Summit featured President Obama, eight Cabinet members, three governors, and 2,500 global participants.
- Managed relationships with congressional staff, state and local officials, 20 federal agencies, think tanks, and industry trade associations.
- Created a professional communications function to promote the United States to foreign investors and raise awareness of services among American state and local stakeholders.
- Troubleshot challenges related to policy, management, and quality. Negotiated solutions to create a solid foundation for SelectUSA as it grew into a mature organization.
- Served 6-week detail as Senior Advisor to Assistant Secretary Arun Kumar, supporting U.S.-India Strategic & Commercial dialogue.
- Earned Department of Commerce Gold Medal.

STATE OF DELAWARE 2012 - 2013

Deputy Director, International Trade & Investment

- Designed and executed long-term blueprint for investment promotion.
- Organized Governor Jack Markell's first mission to India.
- Worked with judiciary to communicate complexities of corporation law.

OFFICE OF GOVERNOR JACK MARKELL 2009 - 2012

Communications & Policy Advisor

- Coordinated social media across 14 state agencies to help Cabinet members and staff adjust to new expectations for transparency.
- Engaged with local journalists and citizens regarding a range of issues: trade, economic development, clean energy, public safety, etc.

APCO WORLDWIDE 2002 - 2009

Practice Head, Corporate Responsibility & Sustainability, Asia

Also: Consultant; Sr. Consultant; Associate Director

- Built Asia regional sustainability practice and managed multicultural team across six countries, defining long-term vision and strategy.
- Led advocacy for the Global Business Coalition on HIV/AIDS, driving Chinese government policy changes that saved lives.
- Developed and implemented public affairs strategies for UPS, Mars, Starbucks, Merck, and The Coca-Cola Company.
- Co-Chaired American Chamber of Commerce Corporate Responsibility Committees in Beijing and Hong Kong.

CHINESE ACTRESS ZHANG ZIYI 2001 - 2002

Translator, Assistant, Tutor

EDUCATION

PRINCETON UNIVERSITY

A.B. Politics, Certificate in East Asian Studies

magna cum laude

Princeton in Beijing Mandarin Program

Summers

REFERENCES

[Redacted references]

CONTACT

[Redacted contact information]

POLITICAL & VOLUNTEER WORK

Biden-Harris Volunteer

- Assisted with Pennsylvania voter protection.
- Raised for the Biden Victory Fund.
- Organized 10 virtual events through BFP Communities United.

Obama-Biden Volunteer

- Traveled 7,000 miles home from China to volunteer in Virginia.

BlueTech Maryland

- Developed stakeholder map and supported outreach for nascent industry consortium.

Climate Cost Project

- Advised CEO of startup nonprofit around #WitnessingChange, a student video competition focused on the immediate impacts of climate change.
- Developed engagement plan to build partnerships for the Climate Cost Census.

Truman National Security Project

- Member since 2015.