

MARY ELIZABETH MOKKA

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PROFESSIONAL SUMMARY

Dynamic, international trade and marketing executive with significant experience in import/export management. Superb presentation, coaching and training skills, coupled with a knack for innovative product development in numerous sectors. Able to quickly identify and respond to new business opportunities in the international arena.

PROFESSIONAL EXPERIENCE

CONSULATE GENERAL OF CANADA

1985 – 2012

BUSINESS DEVELOPMENT OFFICER/TRADE COMMISSIONER, DEPARTMENT OF FOREIGN AFFAIRS & INTERNATIONAL TRADE

Coordinator of the **ExportUSA/New Exporters to Border States (NEBS) Program** since its inception in 1984. Organized over 400 missions that provided export education for 8,000 companies in Ontario and Quebec. In addition, initiated and conducted a series of ExportUSA Webinars to companies across Canada. Provided assistance to numerous Canadian firms in preparing an exporting and marketing strategy to penetrate the U.S. marketplace.

As facilitator and host of the ExportUSA/NEBS Program, my role required that I present an overview of the federal government services available to Canadian companies to assist them in becoming export ready. I finalized fiscal year plans, developed budgets, organized agendas, obtained keynote speakers, tracked results, updated the NEBS Guide and conducted annual evaluation surveys to gauge its long-term value to the Canadian business community. As a testament to its success, the ExportUSA/NEBS Program has had a proven track record over the years, with 50% of the participating companies realizing export sales within the first year after attending a mission.

Represented Canada's commercial interests in the consular territory of Upstate New York, Western Pennsylvania & West Virginia, focusing on the following sectors: **Biosciences, Medical Devices, Pharmaceuticals, Information Technology, Advanced Manufacturing, Environmental, Electronics and Agriculture-Food**. Assisted Canadian clients with market entry strategies into the U.S.; identified entrances into global supply chains of multinational firms; spearheaded cross-border collaborations and advocated Canada as preferred destination for foreign investment. Assisted numerous US companies in establishing subsidiaries and branch plants in Canada.

- Successfully organized and managed the inaugural Mission from Pittsburgh to the Medical and Related Services (MaRS) Center in Toronto for key contacts in the life sciences/biotech industries.
 - Founder of the "Cross Border Exchange", an initiative in the life sciences/biotech sectors held annually for 10 years that resulted in numerous success stories of successful partnerships between U.S. and Canadian companies.
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EDUCATION

State University of New York (SUNY) at Buffalo, M.B.A. and M.A. in International Trade

Master's Thesis on Free Trade Agreement (FTA) requested by Congress. Internship with the US Dept. of Commerce

State University of New York (SUNY) at Brockport, B.A. in French, Magna Cum Laude

Senior year at University at Caen, France. Fluent in French

Proficient in Microsoft Office Suite

ASSOCIATIONS AND AWARDS

First recipient of the Deputy Minister's Award of Excellence from the Department of Foreign Affairs and International Trade Canada (2009), President - Buffalo World Trade Association (1994), Leadership Buffalo – member (1992).