

JOCELYN CORTESE

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INTERNATIONAL BUSINESS DEVELOPMENT • SENIOR CONSULTANT • UNIVERSITY PROFESSOR

Knowledgeable strategic market planner and business development manager with over 18 years of experience overseeing complex international business growth, cultivating customer relations, project management, sales pipeline development, event planning, and university instruction.

- A highly dynamic adjunct professor of business, dedicated to providing innovative and engaging instruction to enhance and improve student performance.
- Demonstrated skill in forging senior government, top-level executive, and military relationships in multiple languages in both team and independent multinational situations.
- Extensive experience in assessing, auditing, and enhancing programs spanning international defense & security, wine, luxury goods & services, counter-narcotics, and cyber security.

Customer Relations Management & Retention • International Sales • Innovative Teaching
Marketing • Communications • Instructional Design • Public Affairs • Research & Analysis
Organizational Performance Assessment • Event Planning • Global Project & Program Management
Networking • Corporate Strategic Development • Budget Management & Cost Controls

PROFESSIONAL EXPERIENCE

TEMPLE UNIVERSITY, Rome, Italy

2014-present

Interdisciplinary academic and cultural program promoting international education at the highest standard.

Adjunct Professor, School of Business

- Professor for undergraduate students in the field of Business, including courses in Business Ethics, International Business & Marketing, Business Communications, and Strategy.
- Develop existing courses, identify learning goals, design new course material, and implement lessons efficiently while maintaining a positive learning environment in the classrooms ranging from 10-35.
- Successfully planned & coordinated the 50th year anniversary week program in 2017 for over 250 visiting dignitaries, board members, & former students for event planning, budgeting, logistics, and execution.

INLINGUA, Rome, Italy

2019-present

Language school with over 50 years teaching language immersion courses in over 21 languages.

Business Instructor, Bank of Italy

- Subject matter expert teaching English immersion courses in Banking & Finance, Accounting, and Business Communications.
- Create, organize, and lead multi-day seminars in a variety of Business subjects.
- Develop strategies to seek new clients and new program offerings for existing clients.

J CONSULTING LLC, USA/Italy

2013-present

Private consulting company specializing in international business development, strategic direction, marketing & sales, and new market assessment.

President & Owner, Rome, ITALY

Identify, define, and provide strategic & business planning, market research, business case and risk analysis for clients seeking to grow their business in international markets.

- Successfully created and implemented entry plan for two small Italian wine producers in the United States market with a goal of a 25% increase in new sales within first year market entry.
- Build and maintain relationships with key industry players and decisions makers to support new product placement, advertising campaigns, communications, and sales planning.
- Develop marketing collateral, investment materials, and provide Public Relations support for brand development and management.

BV VINS, Lausanne, Switzerland

2014-2016

Premier global wine broker of rare and luxury wines.

Vice President, International Sales

- Planned and executed new market expansion plan for international sales growth in 6 new countries in the Middle East & Africa, Europe, and United Kingdom.
- Appropriately identified and initiated contact plan of over 150 new key personnel in international luxury beverage sector and private wine collection market.
- Conducted detailed market research to identify potential targets of growth and created new Business Development plans by producing sales forecasts, product revenue targets, and budget planning.

LOCKHEED MARTIN, Arlington, Virginia, USA**2004-2013**

Industry-leading global aerospace and security company with over 120,000 employees worldwide.

Director, International Business Development, Arlington, Virginia, USA & multiple international sites

Identified, pursued, and secured high-potential business opportunities and partnerships in markets spanning cybersecurity, border security, defense services, aeronautics, civil security, energy, and systems integration. Managed international proposal development efforts worth from \$1 million to over \$1 billion. Conducted FCPA compliance reviews and risk assessments for new business opportunities. Forged profitable relationships with government officials, senior corporate executives, and military leadership in multiple languages. Oversaw strategic development initiatives, market sector studies, trend analysis, competitor evaluation, and global strategic assessment initiatives.

- Developed multi-billion dollar new business expansion into North America, South America, and Middle East by creating sound country strategy entry plans.
- Managed proposal process, budgeting, and executive briefings for 6 complex proposals worth over \$250 million each.
- Chosen as “high potential” employee qualified to attend exclusive Executive Leadership Development training program.

Senior Systems Integration Analyst, Arlington, Virginia, USA

Served as key intelligence analyst on multiple special projects as leader of internal LMCO team.

- Reduced operating costs by 25% through skilled analysis and implementation of change management policies and operational procedures.
- Managed and supervised temporary staffing force of over 1,400 employees nationwide.

UNITED STATES GOVERNMENT ACCOUNTABILITY OFFICE, Washington, DC, USA**2001-2004**

Audit, evaluation, and investigations bureau of US Congress, with approximately 3,300 employees.

Analyst: Defense Capabilities, International Affairs & Trade, Office of Special Investigations

Analyzed management of US-funded foreign affairs operations; identified opportunities for improvement in achieving objectives relating to international security and economic development. Assessed effectiveness of foreign trade agreements in serving US interests.

- Formulated numerous written policy and testimony program improvement proposals for Congress.
- Analyzed and evaluated military / non-military narcotics operations, counter-bioterrorism, and aid assistance programs within DoD, USAID, Department of State, and Department of Justice.
- Conducted multi-million dollar program audits, compliance reviews, and risk assessments for performance funding.

UNIVERSITY OF PITTSBURGH EUROPEAN UNION CENTER, Pittsburgh, PA, USA**1999-2000**

Division of University of Pittsburgh dedicated to promoting study of European Union directives.

Graduate Student Assistant

Designed, led, and taught undergraduate courses in political science, security studies, and international relations in cooperation with tenured professors.

- Co-Organized and executed an international academic conference on counterterrorism and anti-money laundering, with over 50 participants.
- Chosen for two Foreign Language Area Studies Grants due to outstanding academic performance and exceptional linguistic ability.

EDUCATION**Master of Business Administration: Strategies for New Markets and Marketing - 2001****Master of Public & International Affairs: Security Studies / International Political Economy - 2001****Bachelor of Arts in Business, Political Science, & Italian (Magna Cum Laude) - 1998**

University of Pittsburgh, Pittsburgh, Pennsylvania

University Certificate Program: West European Studies

PROFESSIONAL DEVELOPMENTCapture Management • Competitive Intelligence Analysis • Six Sigma Green Belt Training
Doing Business Overseas Institute • Program Management • Customer Relations Institute**LANGUAGES**

English (Native) • Italian (Fluent) • Spanish (Proficient) • French (Basic) • Arabic (Basic)

DUAL USA/EU CITIZEN