

Brian Etkin

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Professional Experience

*(Note: Positions held from January 2003 to December 2005 were in addition to my coursework as a full-time graduate student.)

Consultant, Marketing and Sales **ANZU Technology, Marina, California** **05/2006-Pres.**

- Develop and implement B2B marketing and sales campaigns for industrial food packaging and processing equipment, including direct marketing with response rates of over 5% and doubled sales
- Conduct industry market research, prospect and develop business leads
- Develop ROI models for helping potential customers evaluate financial benefits of product lines
- Create marketing collateral (online, print and PowerPoint) for all product lines and marketing campaigns
- Advise on negotiations with Japanese and Chinese sourcing partners

Program Manager **Center for Citizen Initiatives, San Francisco, California** **06-10/2005**

CCI provides consulting services to Russian small and medium-size business. As short-term program manager, I reported directly to the CCI president and was responsible for establishing the strategy and implementation of CCI's new program for business development in Russia.

- Developed and implemented strategy for business climate improvement program.
- Designed, researched, edited and distributed e-newsletter for 6,000 Russian entrepreneurs
- Developed system for collecting, managing and distributing Russian and English-language information to internal and external users
- Managed and edited content of program website
- Maintained and cultivated relationships with key Russian partners
- Created metrics and benchmarks for program evaluation
- Coordinated budget development with CFO and President

Researcher **Center for East Asian Studies, Monterey, California** **2003-Pres.**

- Conducted field and desk research on demographics and economics in Northeast Asia and the Russian Far East
- Collected pertinent articles and data from Russian language sources
- Prepared summary reports of research findings
- Updated center website and maintained center public online database

Marketing Project Specialist **Language Line Services, Monterey, California** **2003-2005**

- Developed, created and analyzed Geographic Information System (GIS) for finding market opportunities among non-native speakers of English
- Prepared marketing analysis of top 10% companies within retail, insurance, health and energy industries, as well as government agencies; identified potential product applications and provided market strategy recommendations resulting in 175-percent increase in revenue
- Developed database and implemented direct marketing campaigns

Marketing Consultant **Cranium, Inc. (Capstone Business Plan)** **2004**

- Used statistical regression methods to analyze foreign business opportunities for major board game company
- Developed an empirical, predictive model for evaluating foreign business opportunities
- Designed and edited business plan for international market expansion

Consultant **Chattanooga Area Chamber of Commerce, Chattanooga, Tennessee** **2002**

- Mapped and documented organizational workflow processes
- Designed and created Administrative Policies and Procedures Manual
- Identified process inefficiencies

- Volunteer** **U.S. Peace Corps, Russian Far East** **1999-2002**
- Volunteers are responsible for both primary and secondary projects, which contribute to the overall development of the communities in which they serve. My duties included the following:
- Organized and gave teacher training seminars, resulting in higher qualifications for hundreds of Russian teachers
 - Coordinated Peace Corps training conferences
 - Organized, co-facilitated and interpreted economics training seminar for Russian teachers and Peace Corps Volunteers
 - Developed courses for using video as a TEFL instruction tool
 - Developed, wrote and published manual for using video in the TEFL classroom which was distributed to English teachers throughout the Russian Far East
 - Organized committee of Russian teachers to create an English language resource center and apply for grants to fund the center
 - Edited and translated scientific publications for the Institute of Marine Biology, Russian Academy of Sciences

Education

- MA, Monterey Institute of International Studies, California** **2003-2005**
International Policy Studies (International Economic Development), Cumulative GPA: 3.931
- MBA, Monterey Institute of International Studies, California** **2003-2004**
International Management, Cumulative GPA: 3.931
- Bachelor of Arts, Carleton College, Northfield, Minnesota** **1995-1999**
Religious Studies: Religions of Japan; East Asian Studies
Phi Beta Kappa, Magna Cum Laude, Distinction in Senior Thesis, Distinction in Major, Cumulative GPA: 3.75
- Associated Kyoto Program, Doshisha University, Kyoto, Japan** **1997-1998**

Awards and Honors

- Beta Gamma Sigma Business Honors Society (2004)
- Center for East Asian Studies grant to study the labor market dynamics of Chinese migrants to the Russian Far East (Vladivostok, Russia, 2004)
- Freeman Foundation Scholarship for Northeast Asian Studies (2003-2005)
- Technos Foundation Prize for International Understanding (1999)
- Freeman Foundation Fellowship to research minority identity construction in Japan (1998)
- National Security Education Program Scholarship (1997-1998)

Activities

- Students in Free Enterprise (SIFE), Co-founder, Monterey Chapter
- Net Impact
- American Marketing Association, Member
- International Union for the Scientific Study of Population, Member
- Kasyanov Foundation, Co-Founder (A not-for-profit foundation which seeks to support the professional development of young Russian scientists working in the life sciences)

Languages

- Japanese** Advanced Certification (American Council of Teachers of Foreign Languages)
- Russian** Advanced-High Certification (American Council of Teachers of Foreign Languages)
Level III Certification (Russian Government Test of Russian as a Foreign Language)

Publications

- Nearly a dozen articles and papers in scholarly journals and books on economics, demographics and international policy.