

THE INTRODUCER

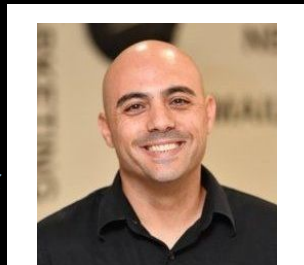
International Facilitated Business Networking

Issue 2: Oct., 2017

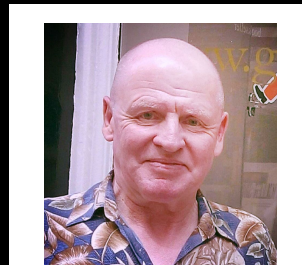
10 TO KNOW

Global Game Changers

*With one click
make your next
high level business
connection*

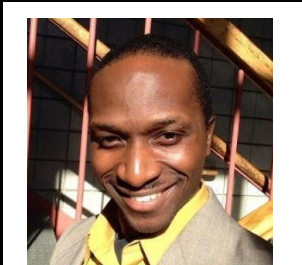


Or Haviv



Philip Johnson

*Big impact
networking with
leaders who tell
you who they
need to meet*



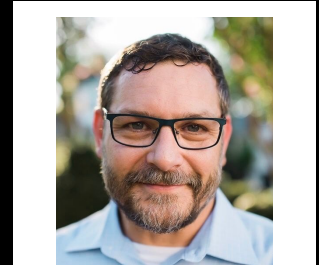
Robert Branch, II



Rebecca MacKenzie



Mei Chen



Fred Wellman



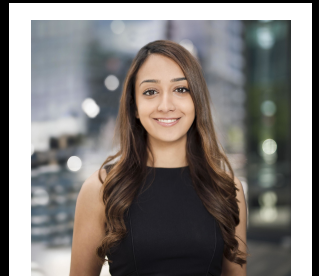
Andrew Raupp



George Navadel



Dr. Jen Welter



Raya Bidshahri

www.theintroducermagazine.com



Founder & Editor
Mary Kurek

"I've operated my own professional networking agency for the past 10 years, and, in that time, we've made thousands of business introductions for CEOs, serial entrepreneurs, tech talent, sports, and entertainment professionals. Now, we are giving you the opportunity to get professionally introduced to big-impact business leaders featured in these pages. Welcome to The Introducer...the first international facilitated business networking magazine."

Mary Kurek

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Mary Kurek

Editor's Note



Welcome to The Introducer!

Our intention with this unique publication is to assist you and those included in these pages in making high-level business connections.

Each issue of **The Introducer** will include a diverse mix of high-profile executives or professionals with “big” projects whom I (or my team) have invited to be profiled. We’re calling them the **10 To Know**. You’ll find that we have a broad mind on industries and projects. Diversity is important, because, no one who innovates or prompts big change does so in a tunnel. We feel the same about making our network global. Open minds + open hearts = more interesting...even world-changing results.

All of those we spotlight are strong networkers, but, are looking to connect with specific types of people to advance their business interests. If you fit those interests, we're giving you the option of being professionally introduced. **See Page 5 for information on how to engage that process.**

As a proficient networker, you may question why you'd want someone to facilitate your networking here. The answer to that, you'll find on **page 16**, which reveals why professional introductions make the difference. Read it and the testimonials...you'll likely be surprised.

Please accept our thanks for coming along on this exciting "first" and for allowing us to help you *get introduced!*

HOW TO USE THIS PUBLICATION

Read BEFORE Pressing "Introduce Me" Button

If you fit the business networking interests of any of the 10 To Know featured in this issue and would like a professional introduction, what you need to do is: (Mary explains in 6-min video)

- 1) HIT THE "INTRODUCE ME" BUTTON
- 2) FILL OUT/SUBMIT THE BRIEF FORM PRESENTED TO YOU TO REGISTER YOUR INTRODUCTION REQUEST.
- 3) YOU WILL RECEIVE AN EMAIL CONFIRMATION OF THE INTRODUCTION REQUEST. There is a small processing fee per each approved introduction made for you.

All introductions are based on the networking interests of the person in the spotlight and made with their approval.

IMPORTANT: No introductions will be made for people seeking jobs, investment funds, or pitching a product/service (unless the spotlighted person has specifically stated an interest.) Such activity, even outside of the professional networking process, will result in subscription removal. Also, no guarantees are made that business will result from introductions professionally processed.

DISCLAIMER - PLEASE READ CAREFULLY AS THIS PROVIDES A WAIVER OF LEGAL RIGHTS

Should you conduct any form of business, or enter into any agreement with someone that we introduce, you are solely responsible for conducting your own due diligence on that person beforehand. Neither **The Introducer** nor **Mary Kurek Professional Networking Agency** is responsible for any activities that you undertake as a result of your use of these materials or any introductions that are made. **The Introducer** and **Mary Kurek Professional Networking Agency** have expressly stated that they do not have any fiduciary responsibility and do not endorse or validate any person's business ethics, character, or practices.



OR HAVIV (Israel)

CEO, Eilat Tech Hub

Originally from the southern tip of Israel, Or spent several years working on his education and career in the U.S. in areas where technology is big business. His BA in electronic business management was a must for the executive-level positions he's held, but, it was likely his MA in conflict management and resolution that gave him the tools for real leadership in the world of start-ups.

In Or's background you'll find that he entered the C-Suite just a few years out of college, becoming the CEO of a San Francisco based tech company, rolling from that job into founding and running his own search-focused technology firm. He returned to Israel in 2009 where his love of Eilat and all things tech prompted him to get involved with a different kind of start-up, an accelerator, taking a CEO position in 2015. This accelerator has workspace, a networking community, and mentorship...like most others, but, what it doesn't have is what makes it very special. There are no mind-numbing applications for entry and you don't have to know somebody important to recommend you to a selection committee. There aren't any constraints on age or ability. In fact, their doors are open to teens, disabled, and people with special needs, as well as experienced entrepreneurs. You won't find lines of cubicles in an industrial-looking warehouse, either; just a beautifully modern work space...and it's free.



The **Eilat Hub** is also more than just a space with programs, it is a burgeoning entrepreneurial ecosystem that is defining how the country supports new ideas. It's a community mindset that actually started with help from its government. The **Eilat Municipality** and **Eilat Economy Development Company**, in partnership with **Champion Capital of New York** (led by Eric Bentov) seeded the hub's beginning and continue support today. Their support is rewarded with the early accomplishment of Or and team managing approximately ninety start-ups in a year that encompass fintech, government, e-commerce, fashion, agritech, IoT, and more. They boast accelerator programs with six leading universities and research centers plus an early-stage investment program with **Airieli Capital**...not bad for a two-year-old company.



About the same time **Eilat Hub** was lifting off the ground, Or started the area's first **TedX** to raise the awareness of innovation that was happening in their area. By now, you get the picture that Or is out to build a solid, sustainable, and growing innovation ecosystem for the Eilat region with the potential of becoming one of the world's best startup ecosystems. Here's a four-minute video of a televised interview with Or on **Israel Daily**.

OR'S NETWORKING INTERESTS:

- Innovation movers and shakers- leaders of innovation communities, mayors, and visionary leaders who believe that innovation is the future
- Visionary VC partners interested in strategic ecosystem building
- CEOs of companies looking to lead innovation ecosystems within their organization.
- Education leaders looking to embed the tech and innovation world into academia

Introduce Me

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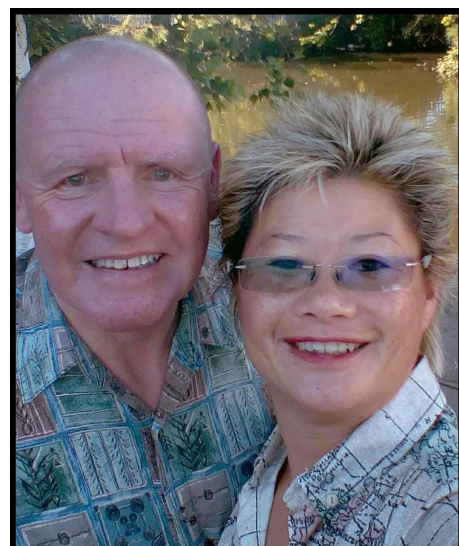
PHIL JOHNSON

(United Kingdom)

Founder, J J Associates
International

Dir., European Investigations,
IP Cybercrime.com, LLC

After thirty years of conducting private investigations for corporate clients as **J J Associates International**, Phil and wife/business partner, Yin, now travel the globe networking with other investigators to service workflow. Yin is fluent in Cantonese and possesses a rare ability to adapt linguistically to just about anywhere they travel. Together, their special mix of talents makes them among the most sought after investigators in the industry. DI Jack Dylan knew this to be true when he featured Phil and Yin in his thriller novels, *Reprobates* and *Killer Smile*. This Hawaiian-shirt-clad team has the distinct reputation for bringing social media into their industry, using various platforms to educate, promote, and develop resources. The fact that they've become so crazy good at working social media not only makes them unique in a particularly reserved industry, but, it also profiles them as singularly skilled to source deep and fast without any geographic barrier.





The most exclusive of these groups would be INTELLENET (International Intelligence Network). The organization is a worldwide community of veteran investigators and security consultants who are able to provide a high level of problem-solving services to corporations, law firms, families, individuals and foreign allies. Additional to INTELLENET, the J J duo are founding members of **Resilience Cloud**, an online directory of service providers in the risk and resilience industry. **Resilience Cloud** is a community that engages in cross-segment networking and intelligence gathering.

Most recently, Phil joined Rob Holmes, founder and CEO of **IPCybercrime**, heading up their European efforts to help corporations and their attorneys who are handling intellectual property theft. Rob is a popular expert for news outlets like **CNBC** and the **Wall Street Journal** on topics of data leaks, brand strategy, threat management, and counterfeiting and piracy...all which an Internet savvy team like J J can serve.

With about 6,000 **Facebook** followers and upwards of 20,000 web site views a day, there's a good reason why JJ sees a successful future on "the net." Phil and Yin are working now to maximize the most significant result of years of online outreach by leveraging their large and loyal network of followers for the benefit of clients with unique brands. They are pinning the name *The Phil and Yin Effect* to this new service that points to exactly why what they do works so well...it's the personal relationships and trust they've built within their network that acts like a magnet on behalf of clients. If you are reading this because they sent the link to this magazine to you, then you know it's working.

PHIL'S NETWORKING INTERESTS:

Executives and Decisions Makers in:

Risk Management, Law Enforcement, Executive Protection, Cybercrime, Intellectual Property, Counterfeit, and Due Diligence

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ROBERT BRANCH, II

(United States)

Member, Advisory Panel
(Health & EdTech),
Inclusive Growth Forum

Vice Pres., R & D,
Production, EconoTeque

If you somehow meshed the worlds of biological sciences with the advancements in AR and VR that involve neuroscience and IoT, then add 3d printing innovations in functional electronics, you'd be in the brain of Robert Branch.

Robert is what you'd call a classic achiever...learning, doing, teaching his way to honors in subjects that mattered to him. Health is one of those subjects. With a close member of his family having suffered a spinal cord injury, Robert, from an early age, concentrated on regenerative biology and eventually found his role as a medical and academic researcher. While his head was into sorting out technological innovations and resources to meet today's health issues, his heart was into societal issues, like sustainable communities in economically disadvantaged countries and preservation of Hispanic and African-American culture.

Last year, Robert filled the role of Research Analyst Consultant working with the Supervisory Museum Curator of Collections at the **Smithsonian National Museum of African American History and Culture** on an innovative digital STEM project.

Introduce Me

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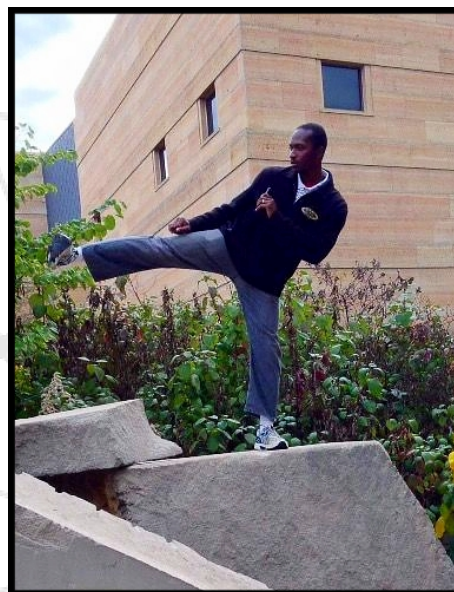
This year, Robert participated in the *White House Initiative on Historically Black Colleges and Universities* through the **U.S. Department of Education**. The point of the Initiative was to bring together experts on public and private partnerships in order to develop and commercialize innovative technologies. It's the concept of technological R & D combined with consensus building toward empowering a more inclusive society that keeps Robert moving in the direction of world change.

Under the umbrella of **EconoTeque**, Robert is currently working with partners in Australia at **Liminal VR** as well as **Alabama Agricultural and Mechanical University (AAMU)** on three key wellness-impacting research projects headed for development in the VR realm with the integration of biometric software. The projects involve the creation of a spectrum of experiences that are aimed at producing calming or energy-focused results. In the case of the team's studies on diabetes and depression, they'll use data they've collected to help them create an energy experience to motivate diabetics toward better nutrition and a calming application to diminish stress for those suffering depression. Another application focuses on the use of calming experiences followed by energy-producing experiences in order to improve one's motivation and time management abilities. This latter study, called "Virtual Coaching," involves the engagement of graduates and undergraduates undergoing stress and anxiety associated with challenges, such as testing periods.

All of the work ahead for Robert and the entire team to manifest these applications lies in being connected to leaders in specific industries.

ROBERT'S NETWORKING INTERESTS:

- Hospital industries department heads
- Corporate health and wellness innovators
- Higher education innovators





REBECCA MACKENZIE

(Canada)

President & CEO,
Culinary Tourism Alliance

When you think of the word “culinary,” you likely think of “artsy” bits of rare food arranged beautifully on a plate. I’ll bet the thought of boosting agriculturally-based economies through creating “taste of place” experiences never entered your mind, but, it’s what’s on Rebecca’s mind.

The Culinary Tourism Alliance (CTA) took over the **Toronto Terroir Symposium** early this summer; another long-term achievement of Rebecca’s, but, this game changer has had a long career in tourism development. She was instrumental in developing tourism experiences for **Prince Edward County’s Taste Trail, Arts Trail,** and CTA’s **Feast On Certification Program** (plus their proprietary software program, the Experience Assessment Tool.) Her current leadership position at CTA is an excellent vehicle to point Rebecca’s talents toward innovation and collaboration between sister industries that are just getting to know each other in some parts of the world.

Rebecca and her team operate the CTA as a membership-based nonprofit organization, supported, in part, by Ontario’s **Ministry of Agriculture**. Their goal is to promote food and agriculture-related products, culinary events, and the people involved. The organization also serves as a connecting platform for growers and producers across Ontario, and is headquarters for a certification program for restaurants that buy local. They produce the one-day *Terroir Symposium* with over eight hundred delegates from across Canada for the purpose of promoting education, inspiration and networking on best practices in Terroirnomics, a concept based on the connection between the people and the heritage of a particular land that helps communities develop a healthy, vibrant culture.

Rebecca and the CTA are quite serious about their collective intention to raise the bar for culinary tourism around the globe. CTA is one of only three organizations in all of Canada affiliated with the **United Nations World Tourism Organization**. Rebecca, herself, serves on the *Program Advisory Committee for the Hospitality, Tourism, and Leisure Management Diploma Program* at **George Brown College** in Toronto.

All the above is impressive, but what's really exciting is that Rebecca and her team have been creating new partnerships beyond their own region, as well as Canada. They are helping other communities to develop stronger economies based on culinary tourism products and authentic taste experiences. They are tapping into the local heritage and agriculture to create and implement a plan that's unique to a community and sustainable for long term benefit. And, they're doing all of this using by bringing together agriculture and tourism, innovating their way to a new community brand. Developers of Smart Cities and community stakeholders everywhere should take note.

REBECCA'S NETWORKING INTERESTS:

- Destination development contacts
- Global innovation leaders in agriculture and fisheries
- Thought leaders interested in becoming Terroir Symposium Speakers

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MEI CHEN

(Canada)

CEO/Chief Scientist,
Cogilex R & D, Inc.

Founder, President,
Chief Research Officer,
Seenso Institute of Public
Health

Mei Chen believes that you are entitled to basic health care and health education. She believes that you deserve easily accessible research-centric healthcare information from qualified sources. Furthermore, she doesn't believe that you have that option online yet...but, you will soon.

Mei's work involves the creation of next-generation medical search engines, AI conversation agents and other innovative consumer eHealth applications. She wants to develop a search engine that doesn't only provide high-quality health information that you need, but also provides such information in a way that is easy for you to understand and use. She thinks that AI conversation agents can be developed to operate on reliable high-quality medical content from the Internet to provide you with direct and clear answers, as opposed to lists of popular URL links. What that means is that you will be able to explore self-care management, including caregiving information tied to up-to-date genuine medical and wellness resources on the Internet easily, without reading all of those irrelevant pages.

We all know that people with chronic illnesses are constantly looking for ways to improve their lifestyle through managing daily symptoms. The one place they can turn to any time of day is the Internet, and while physicians may not necessarily approve of this approach, it can't be denied that Internet platforms are a key source for health education. That fact is the driver for Mei's professional and personal mission.

Mei's background starts in the field of academia as a professor at **Concordia University** where she taught in the *Educational Technology Graduate Program*. This was the environment where Mei started developing innovative computer-based learning systems. In 2005, Mei joined **Cogilex R & D, Inc.** where she designed and co-developed a cognitive-based semantic medical search engine for promoting public health education. She founded the nonprofit, **Seenso (Search Engine with Soul) Institute for Public Health** in January of 2017. **Seenso Institute** studies information and service needs of patients and explores how medical search engines, AI conversation agents, EHR/EMR (electronic health record/electronic medical record), mobile self-care devices, and healthcare services can be integrated and connected to create consumer healthcare ecosystems. The mission is to effectively promote health literacy, support patient medical decision making, and improve treatment outcomes.

If you think Mei is all scientist, you'd be wrong. She definitely claims a business and entrepreneurial spirit. After spending some time exercising that spirit in real estate and the stock exchange, she worked two shifts over twelve years to bring **Seenso** into the social enterprise space. Her commitment to creating a movement toward self-care education is going to change lives, but, the self-care concept really needs to start in school systems. It should be taught so that it becomes part of the human lifestyle.



Currently, Mei is expanding the capability of **Seenso** medical search engine by developing disease-specific information models that better support patient engagement and education in chronic disease self-management. This also serves as the base for creating the AI conversation agents to aid chronic patients. Seenso.org will give you more information.



MEI'S NETWORKING INTERESTS:

- People interested in consumer digital health technology or AI conversation agents.
- Investors or philanthropists interested in technology innovations and their social impact on public health and education.
- Patients or caregivers interested in helping her team improve the quality of self-care information on the Internet.

Introduce Me

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5 Reasons Why Professional Introductions Make the Difference

The premise of this magazine sits on the solid foundation that professional introductions far outweigh cold conversations. This is where the line is drawn between the do-it-yourselfers and those who appreciate the professionalism and status of being agented. Here are five reasons why you should engage **The Introducer** to connect you to people spotlighted on these pages.

1) FAMILIARITY WITH THE PERSON IN THE SPOTLIGHT: The editor and her team may have a networking relationship already established with that person. We are business introduction facilitators. That benefits you two ways: 1) the person in the spotlight will respond faster, and 2) familiarity with the facilitator promotes a warm conversation. You may receive a note from the facilitator with additional information that can help you navigate your conversation.

2) QUICKER/EASIER CONTACT: Those we spotlight - we have the phone #s and email addresses, and the preferred method of contact. We know best days/times to connect.

3) RESPONSE MONITORING: Our spotlighted professionals are all excellent networkers however, if, for some reason, responses to initial contact become sluggish, we can follow up to get that first communication back on track.

4) CREDENTIAL ADVICE: If we feel your request for introduction needs an edit or additional information to create a more targeted fit with the spotlighted person's networking interests, we'll advise so that we can move closer to introduction.

5) YOUR INTERESTS ARE NOW OURS: Once we've worked with you to create an introduction, we'll have your request on file, so, don't be surprised if we alert you when we are spotlighting someone in another issue that we think you'll want to meet.

From Those Who Know: Testimonials

Need more convincing? How about some testimonials from people who have experienced facilitated networking with Mary, Editor of The Introducer_ & CEO/Founder of Mary Kurek Professional Networking Agency?



“Mary has a unique ability to read between the lines, expanding possibilities by introducing like-minded professionals. My first experience with Mary was a specific networking target, which she managed quickly and easily, creating a comfortable path to new opportunities..”

**Megan Gaiser, CEO & Co-Founder, Spiral Media, Ltd.,
United States**

“Consulting with Mary, we analyzed my strengths, built and executed an itinerary for a major 5-month-long international networking trip that encompassed 12 countries in Europe and 12 states in the North Americas.”

**Krister Gustafsson, Industrial Designer, Interactive
Educational Spaces, Australia**



"For the past 10 years I have continued to hire Mary Kurek to identify, research, and make key strategic introductions for the businesses I have started. Every engagement has paid for itself and has resulted in invaluable opportunities for my businesses.

Mary is unlike any other."

**Mike Jalonen, Founder & CEO, Trio Rewards Inc.,
United States**





FRED WELLMAN

(United States)

Founder/CEO of ScoutComms
Veterans Advocate

If you read the article entitled *From Doing Good to Doing Greater Good at the B Lab* from the September issue of **The Introducer** you already know a little of Fred's story but the most important thing to note about this game changer is that the man has a fearless tenacity...about everything! I suppose that comes from over twenty years of military service, retiring as a Lt. Colonel in the **United States Army**. Fred earned his Bachelors in International Relations from the **U.S. Military Academy** at West Point, then achieved his Masters of Public Administration from the **Harvard Kennedy School**. He attended **Harvard** as a Presidential Scholar/**Kennedy School Public Service Fellow** and **Center for Public Leadership** Fellow. The education is quite impressive, but, Fred doesn't really speak about that...what he does talk about is his service as a helicopter pilot with four combat tours and why he advocates for veterans today. It's not only how Fred feels about his fellow veterans and their families, but it's how he translates that feeling into action that is making him and his work known in the world of public relations.





Fred opened doors on his public relations/communications consultancy, **ScoutComms, Inc.** seven years ago, following a turbulent transition from the **Army** and a fruitless job search at the height of the recession. You wouldn't think someone with his leadership abilities would hit such a career dry-spell, but it happens more than you probably know with veterans. In Fred's case, the dry spell worked to his benefit when a company executive suggested that he start his own business. He did so, and, being Fred, secured his first contract from the very company he had been hounding to hire him for a position.

ScoutComms is a public relations and corporate responsibility firm situated in the Washington, DC area. What they do particularly well is to help corporations understand the veteran and military family communities and communicate with those unique folks who have a particular language and style. Additional to that, the company helps brands develop corporate responsibility programs, not only around military and veterans but, in other areas of social need. In 2013, Fred's work with MSL Group for **Home Depot's Mission: Transition** campaign earned him two Silver Anvils from the **Public Relations Society of America**. **ScoutComms** has worked with other major brands, like, **General Electric, BP, Team Rubicon, and USAA**, as well as service organizations, such as **Wounded Warrior Project** and **Student Veterans of America**.

Within the short time **ScoutComms** has been in business, the firm has moved into recognition as ranked 6th fastest growing U.S. PR firm by *O'Dwyer's PR*, a list Fred once targeted when he was job hunting. Fred, himself, was named Virginia's 2015 Small Business Veteran of the Year and named (in 2014 and 2015) by **HillVets** as one of the nation's top 100 most influential veterans and supporters. That isn't surprising, but perhaps what is surprising is that, in 2015, Fred swapped out his S Corporation for a B Corporation (B Corp) status. Certification from the **B Lab** is no small task, and the company making application must have some pretty hefty credentials for doing work that does good. **ScoutComms** isn't just a B Corp, it is a service-disabled veteran-owned small business and one of the first B Corps in the world focused on veteran and military community issues. With that distinction, they are in a unique position to work with Fortune 500 corporations and top nonprofits that align themselves with the mission to create positive impact for those who have served. Hardly, an arguable position.

FRED'S NETWORKING INTERESTS:

- Leaders and advocates looking to impact veterans and military families
- Fortune 500 corporations with an interest in developing/upgrading a military/veteran focused program or campaign
- Veteran and military focused nonprofits
- Veteran business leaders looking to grow

Introduce Me

Page 5 instruction



ANDREW RAUPP

(United States)

Founder, STEM.org™

Education Executive

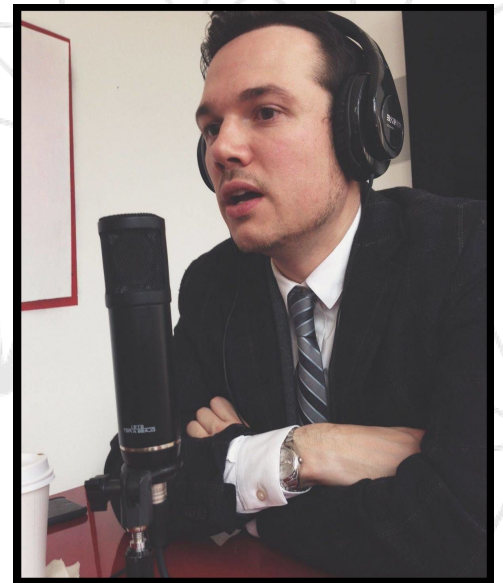
Andrew B. Raupp traces his professional success back to his roots growing up in a hardworking, Southwest Detroit neighborhood. Raupp, who credits the influence of his family for helping him to excel academically, was driven to give back to this community after returning for a neighborhood beautification effort nearly twenty years ago. His appreciation for the outdoors and greenhouse experience led to a busy summer of coordinating field trips and hands-on projects for local kids looking to engage in something larger than their neighborhood. Once that summer ended, Andrew felt called back to that community to start offering programs, one school, one student at a time.

Today, Raupp and his team at **STEM.org™** have continued to grow that grassroots effort into a global, holistic education movement. Raupp has facilitated STEM opportunities for over 142,500 disconnected youth from public, private, and charter schools in over twenty-seven countries. His work in the STEM space for nearly two decades makes him a sought-after expert on the subject.

Fun Fact: the widely used acronym "STEM" that refers to 4 different academic disciplines (Science, Technology, Engineering, and Mathematics) was originally referred to as "SMET."

The name was changed to the widely used, and more accessible “STEM,” thanks, in part, to the strategic marketing, policies/actions of Congressman Vern Ehlers of the Michigan 3rd Congressional District, community outreach and IP positioning of **STEM.org™**, who played a critical role in the reshaping and proliferation of STEM throughout the post-industrial Midwest.

Today, organizations from **General Motors** to **Microsoft** recognize the STEM acronym and have built company-wide initiatives to help prepare students for tomorrow's workforce.



Among **STEM.org™**'s many accomplishments is the development of the world's leading STEM credentialing program (for programs, products, and people), public-private partnerships (PPP's) with government agencies and corporations to promote STEM education in developing nations. Additionally, they have developed an award-winning educator collaboration tool that democratizes STEM content —making it free and available for all to use. **STEM.org™** has also received international recognition for its work. Most recently, it has been awarded the *MichBusiness Excellence In Education Award* and was named 101 Brightest & Best Companies To Work For! Andrew has been recognized as one of Oakland County's 40 Under 40 Elite and selected as an Emerging Leader by the **John F. Kennedy School of Government at Harvard University**.



For Andrew, these accomplishments wouldn't be possible if it wasn't for his commitment to Detroit, and the children he met who were looking for something more. What started as a field trip to the forests surrounding Henry Ford's Estate, has grown into an international passion project, and Raupp could not be more excited to see what comes next for **STEM.org™** .

ANDREW'S NETWORKING INTERESTS:

- Government leaders, particularly with a focus on STEM education
- Contacts at corporations that are interested in democratizing STEM and using it to promote peace & prosperity
- Disruptors, thought leaders and innovators.

Introduce Me

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GEORGE NAVADEL

(India)

US Senior Foreign Services Officer
Diplomat, Department of State,
Office of Global Affairs

Founder/Pitching Instructor,
Navco Sports Analysis

Since the early 90s, George has worked in twelve countries representing the United States of America as a career member of the **Foreign Services**...a diplomat with the **Department of State**. He currently serves at the embassy in New Delhi, India in the specific role of Information Management Officer with specialties in management, telecommunications, and information technology. Along with the other diplomats, his work contributes to furthering the US-India relationship as one of the defining partnerships of the 21st century -- a vision based on shared commitment to the rule of law, free markets, and a multicultural democracy. Such critical work in sometimes dangerous locations, one might wonder how someone develops the skills and fortitude to work in **Foreign Service**.

George served eight years as a *United States Marine* with several tours around the world before transitioning into work as a Senior Foreign Services Officer (Brigadier General equivalent) just after the first gulf war. He has extensive “high-intensity” supervisory experience with both military and **State Department** operations overseas, and also within the United States corporate sector. He is skilled in training U.S. and foreign personnel, as well as planning and executing complex technical operations, employing and managing personnel and logistical resources.





In 1992, George assumed the role of Vice President of **SMA, Inc.**, a third-party administrator that implemented fully and partially self-funded medical plans. Within a few years, he branched out and founded his own company, which specialized in the reallocation and distribution of corporate funds.

No question that leadership comes easy to George, but, there's another population he's been leading that aren't military at all. During a three-year tour in Kuwait, George worked with boys and girls in a **Little League** that advanced so well under his coaching that they became one of the best teams in the entire Middle East. He took his coaching to various leagues in Bahrain, Saudi Arabia, the UAE, and Qatar. In fact, George became so good at this form of "diplomacy," that he was instrumental in producing the first official **National Pitching Association (NPA)** clinic in Kuwait. It was a 3-day affair in a blazing 120 degree heat that incorporated mental and physical conditioning, video analysis, instruction, and critique. It may sound a bit like military training, but, it's the serious business of athletics that not only makes one good in the sport, but good in life.

George's skill in baseball comes from an early childhood love of the game, but, somewhere along the way, pitching surfaced as his primary focus. Today, as a certified NPA and Effective Velocity (Ev) instructor, he coaches on pitching through his own company, **Navco Sports Analysis**, helping athletes fulfill their potential. He and renowned pitching coach, Dr. Tom House, regularly consult on the most modern technology to employ for instruction and analysis. Coach George's clients are both amateur and professional players, as well as sports organizations.

George just arrived in India for his tour there, but, already has big plans to build character along with relationships...diplomacy through the Great American Pastime. George will be in New Delhi for three years. Lucky for him...the embassy has a **Little League** stadium. What it may not have are sufficient sponsors to take the baseball program in India to the next level.

GEORGE'S NETWORKING INTERESTS:

Attract attention to baseball in India and sponsors/speakers/instructors to:

- Provide expertise, direction, inspiration to athletes as they move through different phases of development.
- Employ the NPA methodology to inform and instruct pitchers on mechanics, velocity, nutrition, mental preparation.
- Help athletes and parents navigate the recruiting and scholarship process.

Introduce Me

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DR. JEN WELTER

(United States)

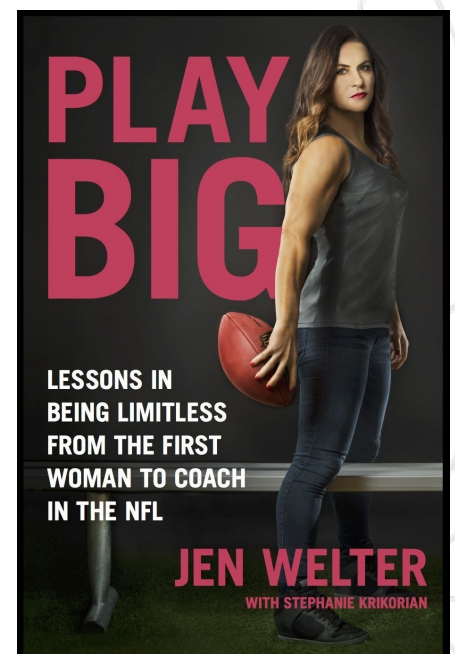
1st Female NFL Coach

Motivational Speaker/Author,
Play Big

Advisory Board Member,
Pro Football Hall of Fame:
Game for Life Academy

Jen will straight up tell you that one big reason she has amassed the success that she has in a traditionally male-dominated sport is because she had the help from male colleagues. They saw in her capabilities she couldn't quite see in herself. This is one aspect of Jen's 15-year professional football career that she brings out in her new book, *Play Big: Lessons to Being Limitless From the First Woman to Coach in the NFL*, released October 2017 by **Seal Press**. There's a history to Jen that makes her uniquely qualified to write a book about motivating others to do things that have never been done. It's how she lives.

The first opportunity for Jen to play football came at 22 years young, at which time, she made a commitment to the sport she had adored since early childhood. The memories she had of the whole town shutting down on a Friday evening to watch "real life super heroes" playing in front of huge crowds in lit-up stadiums became her inspiration. But, there was more to learn before Dr. Jen would become the literal game-changer she is today.



Jen's education started at **Boston College** with a BS in Marketing and Human Resources, and this is pivotal for her, because it gave her the business mindset that takes a sports career from the clubhouse to the podium of personal mission.



She achieved her MS and PhD in sports psychology by 2013 and, in 2014, Jen became one of the first few women to have ever played in men's professional football. That year, she signed with the **Texas Revolution Men's Professional Football Team**. In the **Texas Revolution's** preseason game against the **North Texas Crunch** on February 15, 2014, Welter rushed for 3 carries and 1 yard, securing her spot in history as the first woman to play running back in men's professional football. Four days after Welter made history, on February 19th, the team named Welter to the 2014 regular season roster. Let that sink in for a moment.

In 2015, Jen broke another glass ceiling, when she took the linebackers coaching position for the **Texas Revolution**, making her the first female coach in men's professional football, and it didn't stop there. Later in 2015, she was picked up by the **Arizona Cardinals** and became the first woman to coach in the NFL, working with Linebackers Coach, Larry Foote with inside linebackers through preseason and training camp.

Before she showed up in men's professional football, Jen played thirteen years in women's professional football, and, in 2010, she played in the first **Women's World Championship (WWC)** in Sweden, as a member of *Team USA*. She helped the team win the gold medal and was selected to the *All World, All-Star Team*, and went on to help *Team USA* win another gold medal in the second WWC held in Finland in 2013. In October of that year, the team was honored by the *Council on Women and Girls* at the White House. **ESPNW**, 2015, named Jen as one of the 25 most influential women in sport.



So, you get the point...she's an unstoppable winner, but, now, her field is wherever girls are playing. Her coaching has just as much to do with life skills as it does the strategy of a good run. She speaks professionally on how greatness isn't an accident, and how we need to change the conversation within the dynamic of female/male success so that doors to help and mentorship are open for women.



At this moment, Jen is working a twelve city girls football clinic tour as a partnered series with the **NFL Alumni Association**, promoting her autobiography/motivational book, and lending her expertise to international sports media platforms, like **ESPN**, **NBC**, and **The NFL Network**. There are other projects coming along that aren't ready to be publicly announced, but, no doubt, it will involve another glass ceiling waiting to be broken.



JEN'S NETWORKING INTERESTS:

- Sports media outlets that want to spotlight diversity and promote girl involvement
- Corporations with responsibility programs that promote girls/women's leadership
- Professional athletes that wish to collaborate on clinics, conferences, and other projects relating to women's professional sports
- Women's conference planners (speaking opportunities)

Introduce Me

Page 5 instruction



RAYA BIDSHAHRI

(Canada)

Founder & CEO, Awecademy
Co-Founder, Intelligent Optimism
Senior Project Manager,
SciFest Dubai

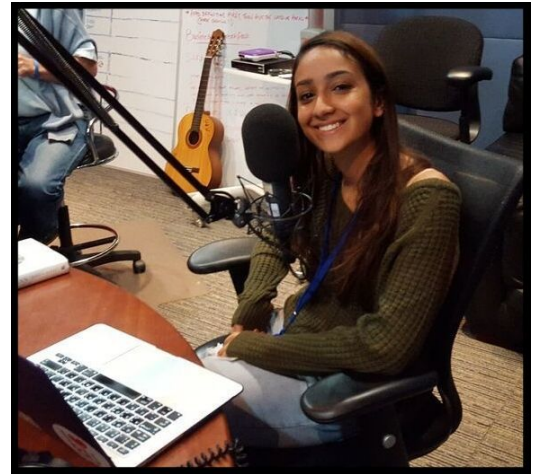
Raya is Iranian born, raised in Dubai, and currently lives and works in Toronto, Canada. Her international spirit is only eclipsed by her desire to make science a hot topic for kids as well as as a focus for events in cities that have yet to realize its power of attraction.

In high school, Raya found that, while, Dubai offered much, it was still lacking in intellectually stimulating opportunities. In 2012, she co-founded **Intelligent Optimism**, a launch into social entrepreneurship that continues to serve her and approximately 500,000 today. **Intelligent Optimism** is a social media platform dedicated to inspiring people to be excited and optimistic about the future in a rational way. It was a timely niche, according to Raya. People had been craving good news and reasons to be interested in coming events. She was right, as the platform has evolved into a brand that includes ambassadors who lead communities around the globe to talk about science and transformative events that can have positive impact.

The growing interest in science moved Raya to more action. Impressed and inspired by the **World Science Festival** in New York, she, along with her co-founders, produced the first **SciFest Dubai** in 2014, drawing 14,000 visitors. The event was covered by **BBC World**.



With this astounding success, Raya, completed her education in neuroscience through **Boston University**, and has set her path to creating what she felt was lacking in mainstream education. She is the founder of **Awecademy**, a futuristic online platform that gives high school students the opportunity to learn, connect and solve humanity's grand challenges. They give young minds access to learn 21st century skills like critical thinking, collaboration, networking, and emotional intelligence. Beta testing will begin with a select number of high school students in Dubai this month, while the platform will be available to the public early 2018. Raya's scientific background points to legitimate methodology for bringing a quality experience to education, but, it's her marketing sensibilities combined with her data-driven mind that will make **Awecademy** a game changer.



RAYA'S NETWORKING INTERESTS:

- Education leaders globally - in Canada, UAE & Beyond
- Science & technology leaders worldwide
- Brands/Corporations with an education focus

Introduce Me

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Who's Coming Up Next in November?

Never assume that you know a person's networking interests by their title or business description. There will always be surprises. Here are just a few of those surprises coming up in next month's issue of *The Introducer...*

JACQUES PUTZEYS

(Principality of Monaco)

Jacques is using his business finance background in working with innovative companies to start a collaboration platform for Inclusive Growth.



DR. THIRUMURUGAN S V MAHADHEVAN

(India)

Thiru advocates 3d printing in health care. He is a dentist who educates physicians and health care leaders in innovations that will make a difference to patients.

DARRYL HUGHES

(United States)

Darryl is an experienced game developer with a number of patents working on a platform to help prepare high school and college students for jobs.



More to come. Hope you are
subscribed!

Not Subscribed Yet?

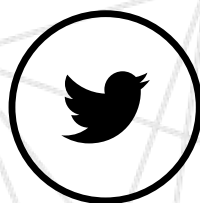


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SPLIT TESTING YOUR INTRODUCTIONS

Article by Jeff Davis

Have you ever attempted to connect with someone on social media and had the feeling like you will get a response and other times you will not? Do you feel like in some cases, lots of people message you back and other times you only hear the sound of crickets chirping?

There is a reason why some of your messaging resonates with people and while some of it does not. The problem is that you are using so many variables, person by person, that you could never figure out what the winning formula was because you are using endless variations.

What if you took a pool of 1,500 people and sent 500 of them one message, and 500 a different one and another 500 a 3rd option? What if you split your two favorite ways of introducing yourself to people and did 500 times each way?

What I'm proposing in this article is to do exactly that, and track and measure which message converts best. I have done exactly this several times and the results have been incredible. I test two "similar" outbound messages to people and I track and measure the results. What I had estimated would be a pretty even split ends up being very lopsided. I then use the message that the data, not my hunch, has indicated was the most effective way to introduce myself and I use the winner as the way to introduce myself from that point on.

Split test two to three variables for how you are introducing yourself to people, measure the results and discard the messaging that doesn't convert at the level of the best one, and watch the amount of new relationships you create expand like never before.

If I could have only split tested this article before submitting it, you would be reading a much better version.



By his 30s, serial entrepreneur Jeff Davis had already built multiple nationwide companies and was featured in Fortune Magazine, CNN, Money and by countless other news stories. In 2014 he successfully sold his medical-legal trial presentation company to a Bio Tech out of Michigan so he could dedicate his life to helping other entrepreneurs and CEOs grow their businesses by facilitating roundtable groups and other events designed to help entrepreneurs and CEOs be more successful. 12 Mavens.com which the Business Journal described as the Secret Society of CEOs, are now in major cities all over the United States. He is also the founder of the popular annual strategic planning event known as Plan The Attack and the founder of Operation Time Freedom an 8 program that helps entrepreneurs free up more time by streamlining, systematizing and automating their businesses.

"If you want to build your brand, your network and your career, you need to read **Reach Out**."

Dan Schawbel, New York Times bestselling author of Promote Yourself and Me 2.0

REACH OUT

BY MOLLY BECK

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