JUAN VERDE

Advisor and consultant to governments

Topics

- Environment
- Politics
- Strategy

Juan Verde is a business and social entrepreneur as well as a renowned international advisor to governments and companies.

In 2009, Verde was appointed by Barack Obama as Deputy Assistant Secretary for Europe and Eurasia at the US Department of Commerce where he served until 2012. In this capacity, he led the department's efforts to solve trade policy and market access issues faced by US firms, seeking to grow their business operations in Europe and Eurasia. He was responsible for developing and recommending policies and programmes with respect to US economic and commercial relations with 52 countries in Europe and Eurasia.

Previously, Verde founded and presided over the American Chamber of Commerce in the Canary Islands and founded PASS Inc., a strategic advisory firm providing market expansion advice to US companies entering the European market. From 1999 until 2003, he was Director for Latin America and the Iberian Peninsula for the Corporate Executive Board, Inc. (NASDAQ: CEB), a Washington, DC – based strategy consulting and research firm serving 400 of the Fortune 500 companies.

Verde has worked on 14 different national, regional and local election campaigns in the United States and Latin America, including those of President Barack Obama, President Bill Clinton, Vice President Al Gore, and Senators Ted Kennedy, John Kerry, and Hillary Clinton. In 2012, he was the International Co-Chair for the Obama campaign, where he developed and implemented a strategy to mobilise over six million American citizens residing outside of the United States to vote.

A long-time advocate for environmental causes, sustainability and the fight against climate change, Verde partnered with former Vice President Al Gore to establish and lead "The Climate Project Spain." He also serves as president of the Fundación Biosfera and continues to promote environmental values, sustainability and the fight against climate change.