



KENT BUSINESS SUMMER SCHOOL

Global Business in a Dynamic Environment

GUEST SPEAKERS

Michael Czinkota

Michael Czinkota teaches international business and trade at University of Kent and at Georgetown University. He is also the chaired professor emeritus for international marketing at the University of Birmingham in the United Kingdom. Fluent in Spanish and German, he has held professorial appointments in Asia, Australia, Europe, and the Americas.

Dr. Czinkota served in the U.S. government during the Reagan and Bush Administrations. In the Bureau of Export Administration he was senior advisor for export controls. As Deputy Assistant Secretary of Commerce he was responsible for trade analysis and retaliatory actions. He also was head of the U.S. Delegation to the OECD Industry Committee in Paris.

Dr. Czinkota was a partner in a fur trading firm and in an advertising agency. His academic work has focused on export development strategies and the linkage between terrorism and international business. He has written widely in leading journals on the topic and teaches a graduate seminar on International Terrorism and Marketing. He was named as one of the top three contributors to the international business literature.

Dr. Czinkota has worked with the U.S. Department of State on terrorism preparedness and has testified before Congress on the topic. He is the author of *Mastering Global Markets* – which reflects the challenges of international management in a world of conflict and uncertainty. He also wrote three leading college texts, *International Marketing* 10th edition, *International Business* 8th edition and *Fundamentals of International Business* 3rd edition.

Dr. Czinkota serves on the Global Advisory Board of the American Marketing Association, the Global Council of the American Management Association, and on the Board of Governors of the Academy of Marketing Science. He is a member of the American Council on Germany. For his work in international business and trade policy, he has been awarded honorary degrees from the Universidad del Pacifico in Peru and the Universidad Pontificia Madre y Maestra in the Dominican Republic. He was named a Distinguished Fellow of the Academy of Marketing Science and a Fellow of the Royal Society of Arts in the United Kingdom.

Dr. Czinkota serves on several corporate boards and has worked with corporations such as AT&T, IBM, GE, Nestle, and US WEST. He has advised the Executive Office of the President and the U.S. General Accountability Office on trade policy issues. He also serves as advisor to the United Nations and the World Trade Organization.

Dr. Czinkota was born and raised in Germany and educated in Austria, Scotland, Spain, and the United States. He studied law and business administration at the University of Erlangen-Nurnberg and was awarded a two-year Fulbright Scholarship. He holds an MBA in international business and a Ph.D. in logistics from The Ohio State University.

Johannes Harl

Johannes Harl is CEO and Cofounder of Medal.org Limited. He also serves as a Director of several service and technology companies. Dr. Harl is active in business development and private equity.

He held senior positions in banking and investments in London, New York, Zurich and Frankfurt serving at Bank Julius Baer, UniCredit (HVB), Citicorp and JPMorgan, where he also developed trading and investment algorithms. He attended the universities of Erlangen, Munich, East Anglia, holds a PhD in Operations Research and Finance from Ohio State and served as a Professor at New York University.

Charles Skuba

Charles J. Skuba is a professor of the practice in marketing and international business in Georgetown University. In 2015, 2014, 2013, and 2010, Skuba received the Professor of the Year Student Choice award from the McDonough School of Business Academic Council. Skuba specializes in international trade and international marketing strategy.

Prior to coming to Georgetown, he was chief of staff, market access and compliance at the U.S. Department of Commerce, International Trade Administration. Previously, he had a long career in international marketing as a senior executive at Saatchi & Saatchi Advertising and as an international marketing consultant with numerous large global corporations. Earlier, he worked in New York and San Francisco at Dancer Fitzgerald Sample. Skuba received an MBA in International Business from the George Washington University and a BSFS in International Affairs from Georgetown University School of Foreign Service.

Thomas Cooke

Professor Cooke specializes in the Legal Environment of Business and Federal Income Taxation. Professor Cooke's current research focuses on federal tax law changes, ethics and professional responsibility and tax practice and procedure.

Professor Cooke has authored a number of articles on legal liability, tax ethics and the various tax acts.

Professor Cooke is the Editor of The Federal Tax Alert and The Tax Client Newsletter. At The McDonough School of Business at Georgetown University, Professor Cooke teaches courses in Business Law: The Legal Environment of Business and Federal Income Taxation.

Professor Cooke serves as a faculty co-director of the McDonough Business School's Global Experience Vietnam program. The program is available to second year MBA students.

A member of The McDonough School of Business at Georgetown University faculty since 1976, Professor Cooke has been named a Distinguished Teaching Professor. In 1996, Professor Cooke was awarded the Georgetown University Vicennial Medal. Professor Cooke was the recipient of the Georgetown University Distinguished Teaching Award.

Prior to joining The McDonough School of Business at Georgetown University faculty, Professor Cooke served as both an Assistant State's Attorney and Assistant Public Defender for Montgomery County, Maryland.

Professor Cooke is a member of the Board of Directors of the National Society of Tax Professionals. He is also a member of many professional associations, including the Maryland State Bar Association, DC. Bar Associations, and American Business Law Association.

