

Profile of Bryan Christiansen, PhD

Born in Washington, D.C., USA. Raised in Kyoto, Japan from age 13. Currently the president of Covente, LLC, a new business development organization based in Michigan, USA that assists firms to expand into new markets domestically and internationally. Covente also operates in Costa Rica and Turkey.

Graduated from Tenri University near Kyoto, Japan in 1981 with a Diploma in Japanese Language. Other education includes a BS degree in Marketing from the University of the State of New York, an MBA degree in General Business at Capella University in Minnesota, USA, and a PhD degree in Business Administration at the University of Phoenix, Arizona, USA.

Highly fluent in Mandarin Chinese, Japanese, and Spanish. Listed in "Who's Who Worldwide" in 1994, and "International Who's Who of Professionals" in 2001.

Noteworthy personalities met include the late Princess Diane in Seoul, US President Gerald Ford and Dr. Henry Kissinger in Kyoto, Michael Dell in Taipei, Bill Gates in San Francisco, Mayor Shirley Franklin in Atlanta, and the President of Turkey in Istanbul.

Business travel to 35 countries in Asia, Europe, Central & North America. Long-term residence in Costa Rica, Japan, Russia, Taiwan, and Turkey.

Some major past projects include:

- ❖ Developing and implementing a marketing program for an American-Russian joint venture to increase client base in the Former Soviet Union.
- ❖ Translating from English into Japanese a credit and debit card processing software system of 2 million lines of programming code to ready the product for the Japanese marketplace.
- ❖ Increasing sales from US\$3 – 10 million within three years of a Swedish ERP software product throughout the Asia/Pacific region after developing new advertising and public relations programs and materials that were eventually used in 72 countries.

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