

## Alfredo Coppola, Director, Business Development

Alfredo Coppola has over 20 years of business development and management consulting experience in the information technology sector &ndash; working with early-stage companies and with global companies such as Corel, Adobe, Microsoft, Nortel Networks, Paramount Pictures, Deloitte and PricewaterhouseCoopers.

Since 2004, Alfredo has worked as an international management consultant with the US Market Access Center (USMAC) in Silicon Valley, where he helps international high-tech companies with US market expansion strategies.

Prior to US MAC, he held executive positions at a global marketing agency, e-Storm International, with headquarters in San Francisco and offices in Paris and Singapore. Before e-Storm Alfredo was president and co-founder of two Canadian digital media companies, where he established offices in Ottawa, Toronto and San Francisco, California.

Alfredo conducts workshops on "Doing Business in Silicon Valley" and "US Market Development" to Canadian entrepreneurs and economic development groups.

### Specialties:

- Management consulting, business development, export strategies, investment attraction and new business acquisition.

- Market entry strategy, market intelligence, demand assessment, lead-generation, lead management, partner strategy, business case development, and raising venture capital.