

Corporate and Government Strategist, Advocate for a Green Economy, Global Leader in Sustainable Development.



Juan Verde is an internationally renowned strategist for both the private and public sectors. As a professional, Mr. Verde designs innovative strategies to attract foreign investment, accelerate economic development, and establish strategic alliances. He also specializes in sustainable development.

Within the political arena, Mr. Verde has worked with some of today's most relevant political figures such as former presidents Barack Obama and Bill Clinton, former Secretary of State Hillary Clinton, former Vice President Al Gore, the late Senator Ted Kennedy, and former Secretary of State John Kerry. In the public sector, he has worked with the governments of Lithuania, Gibraltar, and the United States, as well as numerous governors and mayors in Latin America. Within the corporate sector, Mr. Verde has served as a consultant for a variety of prestigious companies such as Google, Cisco, SAS, and Banco Santander in the United States. He has also collaborated with institutions such as the Inter-American Development Bank, Harvard University, and the World Bank.

Mr. Verde was appointed by President Barack Obama as Deputy Assistant Secretary for Europe and Eurasia at the US Department of Commerce where 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. In addition, he was responsible for developing and recommending policies and programs in regards to US economic and commercial relations with 52 countries in both Europe and Eurasia.

Other milestones and noteworthy achievements in Mr. Verde's career include his role in founding and presiding over the American Chamber of Commerce in the Canary Islands as well as his time served as International

Trade Adviser for the Department of Commerce during former President Bill Clinton's second term.

A longtime advocate for environmental causes, sustainability, and the fight against climate change, Mr. Verde partnered with former Vice President Al Gore to establish and lead "The Climate Project Spain."

Mr. Verde is currently the President of the Advanced Leadership Foundation, an American 501c3 non-profit organization, whose mission is to train the next generation of future leaders by developing their respective professional expertise while taking into consideration today's transformative and challenging workforce.

Juan Verde holds a Master's Degree in Public Administration from Harvard University and a Bachelor of Arts from Boston University. Mr. Verde was also elected to the Alumni Board of Directors at Harvard University's Kennedy School of Government and served as a Congressional Hispanic Caucus Institute fellow.

Juan resides with his wife and two children in the United States, splitting his time between Washington D.C. and Puerto Rico. In his free time, he enjoys outdoor activities such as horseback riding, hiking, and is also an avid marathon runner.