



GREATER PHILADELPHIA  
**FUTURES GROUP**  
ENGAGE. COLLABORATE. ENVISION.



## Current Trends in Globalization

October 3, 2018, 9:00 – 11:00

Delaware Valley Regional Planning Commission  
190 N. Independence Mall West, 8th Floor  
Main Conference Room

*Light refreshments will be served in advance of the meeting.*

## AGENDA

Welcome and Introductions

DVRPC Connections 2045 Long Range Plan Video

Panel: What are the key trends in globalization, and what are their implications for Greater Philadelphia?

- Moderator: Stephen Mullin, President & Principal, Econsult Solutions
- Ram Mudambi, Frank M. Speakman Professor of Strategy, Fox School of Business, Temple University
- Linda Conlin, President, World Trade Center of Greater Philadelphia
- Lauren Swartz, Senior Director, International Business, City of Philadelphia Department of Commerce

Futures Group participant updates and announcements

Connecting People, Places & Prosperity in Greater Philadelphia

The Delaware Valley Regional Planning Commission (DVRPC) fully complies with Title VI of the Civil Rights Act of 1964 and related nondiscrimination statutes in all activities. For more information, visit [www.dvrpc.org/GetInvolved/TitleVI](http://www.dvrpc.org/GetInvolved/TitleVI).

# BIOS

## Stephen P. Mullin

President and Principal, Econsult Solutions



As founder and president of Econsult Solutions, Stephen Mullin provides expertise in the economics of state and local public finance and policy analysis, economic and real estate development and impact analyses, and business-government strategies. His consulting practice dates back to 2000, having a client base ranging from state and local governments and agencies, private businesses, real estate developers, and not-for-profit institutions.

Prior to entering private consulting practice, Mr. Mullin served in top-level city government and private business positions. While in these positions he was directly involved with urban issues including: tax and expenditure policy; infrastructure and capital investments; pension funds; economic development; urban growth and planning policies and implementation. He served on many public sector and other quasi-governmental boards and commissions.

- Philadelphia Director of Commerce, 1993-2000;
- Philadelphia Director of Finance, 1992-1993 (during the City's fiscal turnaround);
- St. Louis Development Corporation Deputy Director, 1990-1992;
- Laclede Gas Company Director of Corporate Development 1988-1990;
- St. Louis Budget Director, 1982-1988.

Mr. Mullin is active as a director on corporate, public sector civic, and cultural boards, having served on over 75 over the course of his career. Currently he serves on the following boards:

- Optimum Fund Trust Mutual Fund, NASDAQ Futures, Inc., Haverford Trust Company, and The Arden Real Estate Funds;
- Spring Garden Civic Association, and North Broad Renaissance;
- Independence Visitor Center Corporation, The Library Company of Philadelphia, Philadelphia History Museum, Independence Hall Association ([ushistory.org](http://ushistory.org));
- Lambda Alpha Philadelphia, Philadelphia Real Estate Council, ULI Philadelphia, Preservation Alliance Advocacy Committee, Philadelphia AIA Context Editorial Board, Philadelphia Sports Congress, Philadelphia World Trade Center Advisory Council.

Mr. Mullin has taught graduate level economics, public policy, and public finance at Philadelphia and St. Louis area universities for nearly 40 years. He continually writes for publication, has delivered numerous speeches, provides expert opinion to the media, and is a frequent presenter on panels and symposia. In 2007, he was voted one of Philadelphia's 101 most connected people.

## Ram Mudambi

Frank M. Speakman Professor of Strategy, Fox School of Business, Temple University



Ram Mudambi is the Frank M. Speakman Professor of Strategy at the Fox School of Business, Temple University, Philadelphia, USA, where he has taught since 2000. He holds a Master's degree from the London School of Economics and a PhD from Cornell University. He is a Fellow of the Academy of International Business (AIB) and an Honorary Professor at the University of Leeds, UK. He has been a Visiting Professor at Bocconi University (Italy), Copenhagen Business School (Denmark) and the University of Sydney (Australia).

He has published over 100 research papers in the leading academic journals of the world in a range of fields including economics, business and geography. His work has been cited over 10,000 times according to Google Scholar.

His practitioner work has appeared in the Harvard Business Review, the MIT Sloan Management Review and the California Management Review. His media appearances include the New York Times, National Public Radio, The Atlantic Magazine, the Philadelphia Inquirer, Michigan Business Radio and numerous other radio and TV programs.

## Linda Conlin

President, World Trade Center of Greater Philadelphia



With over 30 years of international trade, trade finance and public policy experience, President Linda Mysliwy Conlin leads the World Trade Center of Greater Philadelphia (WTCGP), a 501(c)(3) non-profit organization and one of over 300 World Trade Centers around the globe.

Since 2009, Conlin has increased the impact and contribution of WTCGP to Greater Philadelphia's economy by leading a team of seasoned professionals who, to date, have helped exporting companies, largely small and medium-sized businesses, in the region generate a record total of \$1.7 billion in export sales. She has also forged important strategic partnerships to advance the global growth of Greater Philadelphia's leading universities and medical institutions and to expand exporter access to global expertise and services provided by the region's leading banks, law and accounting firms, and other global service providers.

Conlin has positioned the organization as a recognized thought-leader in global trade through signature programs such as the Annual Global Business Conference that has brought to Philadelphia leading U.S. and international trade officials and experts. Conlin has also participated in the Brookings Institution/JP Morgan Chase Global Cities Initiative where WTCGP partnered with the Economy League and other organizations to create the Greater Philadelphia Export Plan, the region's first comprehensive strategy to accelerate the growth of exports in the region. As head of the Member Advisory Committee on Trade Services within the World Trade Centers Association, she has also reinforced WTCGP's leading role as a world trade center within this global network. Prior to joining the WTCGP, Conlin served as a member of the Board of Directors as well as Vice Chair and First Vice President for the Export-Import Bank of the United States. At Ex-Im Bank, Conlin's executive leadership helped to expand financing to U.S. exporters, including small and medium-sized businesses, predominantly in emerging markets.

Conlin's international career also includes serving as assistant secretary for trade development with the U.S. Department of Commerce, where she managed a \$67 million budget and over 370 U.S. industry experts. From 1994 to 1999, Conlin worked as executive director in New Jersey's Commerce and Economic Growth Commission. She has also held positions at the U.S. Travel and Tourism Administration, the U.S. Department of State, and the U.S. Information Agency.

Conlin currently serves on the board of Global Philadelphia Association, Temple University Center for Business Education and Research (CIBER) and on the Mid-Atlantic District Export Council.

A graduate of the University of Massachusetts with a Bachelor of Arts Degree in French and Russian studies, Conlin began her earlier career owning and operating a successful small family business in Western Massachusetts.

### Lauren Swartz

Senior Director, International Business; Department of Commerce, City of Philadelphia



In her role as Senior Director of International Business for the City of Philadelphia at the Department of Commerce, Lauren Swartz leads initiatives to grow Philadelphia's international business and relationships. With a focus on global business attraction, foreign direct investment, and promoting exports, her work creates jobs and strengthens the local economy. She plays a leading role in crafting the global strategy for Philadelphia and hosts delegations, diplomats, business and investors from abroad, and representing the City of Philadelphia worldwide.

Previously Lauren served as the Deputy Director at the non-profit trade association, Food Export USA – Northeast, working with promote U.S. exports in over 40 countries around the world. Funded by USDA, this public-private partnership produced over \$500 million in export sales annually. Lauren also has experience running her own consulting firm specializing in international project management and food marketing. She has worked in Copenhagen, Denmark at an international university where she facilitated programs for students of European politics, business and economics.

Lauren is a Fellow of the Leadership Philadelphia Core Class of 2016. She is on Board of Directors for the non-profit Women Against Abuse in Philadelphia and the Sino-American Pharmaceutical Association of Greater Philadelphia. She earned a B.A. in Communications at Randolph-Macon Woman's College with minors in Business Economics, Spanish and Philosophy. She speaks some Danish and Spanish and has traveled for work and pleasure to over 25 countries.