

PROFESSIONAL EXPERIENCE

- International Sales** Expand sales and improve operations for European and US companies wishing to initiate or increase sales in the United States. Clients include consumer products, luxury goods, Silicon scrap brokering and shipping.
- Banking** 12 years in international banking, management, sales, operations, planning, social policy, and small business consulting. Three years as **Assistant to the President of Bank of America.**
- Retail** American Vintage in Venice, Italy store owner  
Sourcing, shipping, sales

SPECIFIC ACCOMPLISHMENTS

- Marketing & Sales** Product development, marketing strategy, and sales for several consumer and industrial products in the United States.
- Developed marketing strategy and promotion for the first middle market electronic banking products for an Italian bank.
- Founded and developed small business from startup to \$700,000 in gross sales in three years.
- Profit Management** Independent business owner since 1986. Turned two startup into profitable businesses with over half a million dollars in annual sales for the past 11 years.
- Administration & Software** Managed Bank of America President's staff operations. Directed the development and implementation of an information control system for executive offices that was sold in 1984 to Wang Computing for \$300,000.
- Social Policy** Directed Bank of America's Minority Purchasing Program Program. Increased dollars spent with minority suppliers to \$25 million in five years through competitive bidding.
- Diversity** Founded The Diversity Management Group, an international Management firm offering tools for diversity management to European industry, commerce and government.

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## CAREER HISTORY

International Sales and Business Consulting	1986-Present
Business Owner – Premium Food Service	1986-Present
International Property Management	1999-Present
Founder & Owner - sourcing, importing, & distribution firm	1999-Present
• Premium Italian artisan objects	
Vice President, Bank of America	1976-1987
• International marketing, Social Policy	
• <b>Presidential Assistant - Office of The President</b>	

## EDUCATION

MA Political Science, San Francisco State University	1977
BA History, University of Wisconsin	1972
Graduated Magna Cum Laude	
Professional Training at UC Berkeley and American Institute of Banking	1980

## BOARD POSITIONS

Biobottoms, Inc. - Children's Clothing Catalog Company	1986 to 1996
Sportsnet - Sports Data Collection Firm	1987 to 1989
Bay Area Purchasing Council	1982 to 1984

## PUBLICATIONS

B. Muselli, *How to Do Business in America*, Italian Trade Commission, 2000.

## LECTURER/SPEAKER

European Business School	Milan, Italy
LUISS School of Management	Rome, Italy
Universita' Ca' Foscari	Venezia, Italy
University of California, Berkeley	California, USA

## SPECIAL SKILLS

Extensive knowledge and unique approaches to doing business in the U.S.  
Demonstrated success in product placement and start-up strategy  
Superior consulting for a variety of products and services  
Ability to identify strategic sales targets and develop practical marketing plans  
Languages: Fluency in English & Italian