

HARRY G. BROADMAN



Thirty-five years ago, Harry Broadman, at the vanguard of his generation, began to build a career that epitomizes what today is commonly referred to as a 'serial entrepreneur'. Driven by an innate sense of how businesses function, intense inquisitiveness about the myriad of elements that shape the approaches successful firms pursue to grow, remain competitive, reduce risk and innovate, and a strong predisposition towards international markets, Broadman has re-invented himself more than a handful of times in an interdisciplinary fashion across highly differentiated senior roles within the private sector, interspersed with high-level stints in policy-making and thought leadership. He is a seasoned decision-maker, especially in fast paced, high pressured, multi-dimensionally risky business environments; the driving force behind establishing highly successful enterprises positioned at the leading edge of their markets; an agile, imaginative negotiator of complex cross-border multi-party investment and trade transactions, including with foreign enterprises and governments; and the builder and leader of globally dispersed, large, multi-cultural teams of professionals.

Harry has extensive practitioner experience in not only all advanced economies, but also in nearly every emerging and frontier market worldwide, having worked on transactions at the field-level in more than 55 of them across five continents. His deepest operational expertise is in China and throughout all the ASEAN countries; in India and neighboring countries; in Brazil, Colombia, Mexico and Peru and other LATAM markets; in Russia and with few exceptions all of the Former Soviet Union; in Central and Eastern Europe and the Balkans; and most of sub-Saharan African continent.

His industry sector expertise is diverse, including banking, finance and private equity investment; the energy, mining and natural resources sector; infrastructure services, especially telecommunications, aviation, shipping and ports, and rail and trucking; capital-intensive manufacturing, such as steel, chemicals and regulated utilities; and consumer goods. Broadman is a veteran specialist in multinational corporate growth, investment and finance strategy; international business innovation; supply chain risk management; location-decision-making; regional market and multi-plant integration; corporate governance reform; management of anti-corruption and compliance risks (FCPA/UK Anti-Bribery Act); competitive market intelligence and reputational due diligence; formation of strategic alliances and public-private-partnerships (PPPs); design of corporate social responsibility (CSR) initiatives; antitrust and competition policy; and negotiation of sovereign trade and investment agreements and treaties.

Harry brings to C-suites and Boardrooms a unique combination of pragmatic, operational insights about the commercial, financial and policy underpinnings of how international market dynamics—from the factory floor upwards—are shaping the competitive fortunes of business, both in terms of day-to-day transactions and longer run strategies for balancing growth and risk, and for outpacing rivals. He has an unwavering sense of fiduciary responsibility, integrity, and sound governance, and does not shy away from posing tough questions when needed. He is known for his congeniality, transparency, being a team player, and an infectious sense of humor.

Broadman recently became CEO and Managing Partner of Proa Global Partners LLC, an emerging markets-focused investment transactional advisory firm that devises innovative approaches to exploit opportunities for arbitrage, nimbly capitalizing on growth while mitigating risk. Proa's clients include corporates, commercial and investment banks, private equity firms, pension funds, sovereign wealth funds, and family offices. Concurrently, he was invited to become a member of the faculty at Johns Hopkins University, where he serves Director of Johns Hopkins' new Council on Global Enterprise and Emerging Markets. He is also a monthly columnist for *Forbes*, *Newsweek International* and *Gulf News*, where writes on global business strategy and innovation. He currently serves or has recently served on the boards of directors of the Corporate Council on Africa; The Global Business School Network; The Russian-American Chamber of Commerce; and Partners for Democratic Change (a worldwide alternative dispute resolution agency); and the Lake Tanganyika Floating Health Clinic. He is also a lifetime member, Council on Foreign Relations and a Member of the Bretton Woods Committee.

In 2015, Harry stepped down as Senior Managing Director at PricewaterhouseCoopers (PwC), where he founded and led PwC's Emerging Markets Business Growth Strategy Management Consulting Practice, where C-suite clients included those in, among others, GE, Delta, Canon, Standard Chartered, Heineken, CEMEX, Australia's Future Fund, Coca Cola, Intel, Apollo Capital, Merck, Siemens, Valmet, Bechtel, Sun Edison, Walmart, Abraaj Capital and IBM. Prior to PwC, Broadman was Managing Director and served on the Investment Committee at Albright Capital Management LLC, a private equity and alternative strategy investment fund focused exclusively on emerging markets. Previously, he was a senior official at the World Bank, where he negotiated and executed some of the Bank's largest business restructuring loan operations, including those in China and East Asia; Russia and the CIS; the Balkans; and sub-Saharan Africa.

Before joining the Bank, Broadman served in the Executive Office of the President as U.S. Assistant Trade Representative, where he oversaw all U.S. negotiations on international trade and investment in the services sectors in the creation of both NAFTA and the WTO, including the General Agreement on Trade in Services (GATS). He also led all U.S. negotiations of US Bilateral Investment Treaties (BITs); sat on the Board of the Overseas Private Investment Corporation (OPIC); and served on the White House Committee on Foreign Investment in the U.S. (CFIUS). Earlier, was Chief of Staff of the President's Council of Economic Advisers in the White House. He came to the White House after serving on Capitol Hill as Senior Professional Staff member on the U.S. Senate Committee on Governmental Affairs, then chaired by Senator John Glenn.

Other positions Harry has held include, Managing Director at Albright Stonebridge; on the staff at the RAND Corporation; Assistant Director at Resources for the Future, Inc. (RFF); Fellow at the Brookings Institution; and on the faculties of Harvard University and Johns Hopkins University.

Broadman received an A.B. in economics and history, *magna cum laude*, from Brown University, where he was elected to Phi Beta Kappa, and an A.M. and Ph.D. in economics from the University of Michigan.

Harry has authored several books and numerous professional articles published in a wide array of peer-reviewed economics, foreign policy and law journals. His two most recent books are: *Africa's Silk Road: China and India's New Economic Frontier* and *From Disintegration to Reintegration: Russia and the 'Former' Soviet Union in the Global Economy*.

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