

# RICHARD M. BRANDT

## Director, Iacocca Institute

Dick Brandt is an international consultant, advisor and accomplished public speaker. He has had over 15 years of experience in managing international business operations, while serving in various Vice Presidential positions during a 25-year career at AT&T and Lucent Technologies. International operations for which Mr. Brandt assumed responsibility included all activities associated with sales, project implementation, technical sales support and staff in over 25 countries in Asia, Western Europe, Eastern Europe, the Middle East and Africa. These responsibilities led him to direct discussions of international business issues with world leaders such as the former President of the PLO, Yasser Arafat and Jiang Zemin, former President of the PRC. Mr. Brandt also served on the Board of Directors for five international ventures in Singapore, the PRC, India, Poland and Russia. He assumed the position of International Sales Vice President in 1989 and concentrated on opening up the Asia/Pacific market for AT&T starting with Korea and Taiwan. Dick then established several joint ventures and expanded operations to 15 countries in Asia by 1994. During this time, Dick led several hundred sales and support staff with hundreds of millions of dollars in annual sales.

In 1970, Dick Brandt began his career as a sales manager for Ohio Bell. Ten years later as a principal consultant for AT&T International in Dublin, Ireland, his international work began with the establishment of AT&T's first international company. Mr. Brandt spent over 14 years living and working overseas, beginning in Ireland and continuing in Italy, Australia, New Zealand, Hong Kong, and the Netherlands.

His personal and professional experience in marketing, team leadership, joint ventures and global business architecture and management has given him depth and perception that he brings to both the training room and his advice to corporate clients. Mr. Brandt has developed extensive seminar materials on various aspects of international work in the global marketplace. He earned his BS Degree from Kent State University, and he is a graduate of the Advanced Management Program at the Harvard Business School. He also served as a First Lieutenant in the United States Army immediately after his years at Kent State in the ROTC program. He spent two years on active duty at Fort Bliss, El Paso, Texas, and received the Army commendation medal for his work as the Public Information Officer. He then spent five years in the Army Reserves in Ohio.

Following his tenure at AT&T, Mr. Brandt has been able to devote himself to speaking and training engagements, having delivered lectures at Erasmus University in the Netherlands, Rome University in Italy, the World Economic Forum in South Africa, and Loyola University in Europe, plus training for Warner Lambert (The Sales Process in Japan), Bristol-Meyers Squibb (Doing business in Australia/New Zealand), Rohm & Haas (Asia Pacific Business Training), and Baruch College (Establishing International Joint Ventures).

Dick has been employed by Lehigh University for the past 18 years. He serves as the Director of the Iacocca Institute in the Office of the Vice President of International Affairs, and has been the Director of the renowned Global Village Program for Future Leaders of Business and Industry for 15 years. The Global Village Program delivers its learning through interactive courses, multi-cultural teaming experiences, business and organizational visits, executive round table discussions, themed panel and seminar sessions. Since its inception, this program has welcomed 1750 young leaders from 133 countries - all of whom are part of the Global Village worldwide alumni network.

In addition to delivering the International Business courses at The Iacocca Institute at Lehigh University, Mr. Brandt has also taught Business One for seven years at Lehigh's College of Business and Economics. He currently facilitates a session on international negotiations in the innovative Integrated Business and Engineering Honors Program. Additionally, Mr. Brandt has taught the Business Policy course in the Executive MBA Program at The Zicklin School of Business, Baruch College, and The City University of New York. He has also taught executive education programs for Long Island University.

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# What I have done and where I have done it<sup>+</sup>



at&t



Alcatel·Lucent



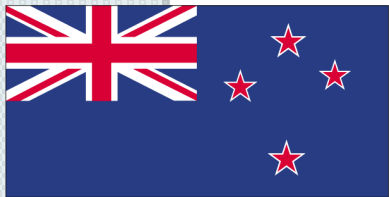
**IRELAND**



**ITALY**



**AUSTRALIA**



**NEW ZEALAND**



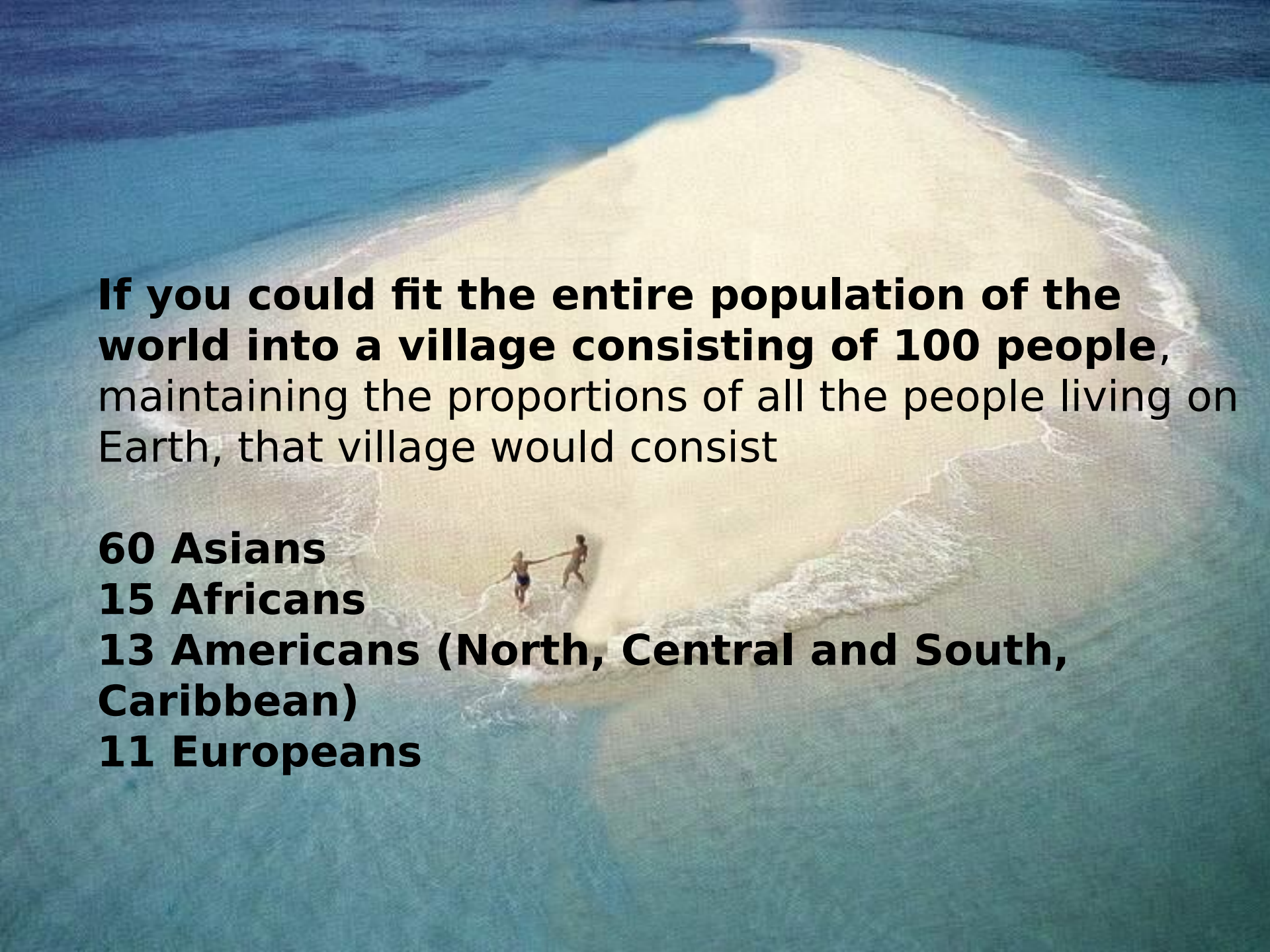
**HONG KONG**



**NETHERLANDS**



**UNITED STATES OF AMERICA**

An aerial photograph of a tropical beach. The sand is bright yellow and curves along the edge of the ocean. The water is a clear, vibrant blue. Two people are walking on the sand near the water's edge. The text is overlaid on the left side of the image.

**If you could fit the entire population of the world into a village consisting of 100 people, maintaining the proportions of all the people living on Earth, that village would consist**

**60 Asians**

**15 Africans**

**13 Americans (North, Central and South, Caribbean)**

**11 Europeans**

# Globalization-“The Times They Are Changing”

- Past seven years presented Globalization Going Forward
- Rise in Connected Countries (Political, Security, Economic)
- BRIC's are the rising new markets (Brazil, Russia, India, China)
- World broken into CORE (connected) and GAP (Disconnected) countries

# Move Over BRIC's—Here comes the MIST's

- BRIC's are still the largest emerging markets
- Investment Banks are supporting new fast-track economies
- Mexico, Indonesia, South Korea, and Turkey
- Young populations of educated young people get attention
- Add Nigeria, Bangladesh, Pakistan, Philippines and Vietnam

# More foreign nations can change globalization

- Nations may even block USA Plans
- Strongest emerging nations don't need IMF/World Bank
- Nations creating their own lending institutions
- BRICS Created a 2014 Development Bank (\$50 Bil.)
- China Development Bank and Brazil Development Bank increase lending
- IMF (\$52 Bil), CDB (\$240 Bil.), BNDES (\$85 Bil.)

# Largest trading nation is now prc

- Xi Jinping wants Free Trade Area for Asia Pacific (20 countries)
- USA still working on Trans-Pacific Partnership (12 countries)
- In 2014 USA is Trade Partner for 76 nations
- In 2014 China is Trade Partner for 124 nations
- China Economic Reform Policy is Stronger State Run Companies

# What is the real economy?

- GDP is growing worldwide
- GAP is getting larger between rich and poor
- Companies are rich with cash; not translating into JOBS
- Real economy is technology manufacturing and innovation



# Spending on healthcare

- 15% of GDP spent in USA
- 9.5% of GDP spent in OECD countries
- 8.0% of GDP spent in UK
- 5.0% of GDP spent in CHINA

## CHINA HEALTHCARE FOR 1.4 BILLION PEOPLE

- Primary history for Chinese healthcare is “Barefoot Village doctor”
- 1980 & 1990 saw decentralization of Finances
- Breakdown of cooperatives in rural areas
- Village doctor service based on user fees
- China healthcare spend higher than INDIA and INDONESIA
- Choice is “out-of-pocket” or government funded hospitals