



## **ALEX LINDSAY**

Mr. Lindsay joined ATHENA MARKETING INTERNATIONAL (AMI) as Marketing Manager in March 2008. Prior to joining AMI, he was the International Marketing Specialist for a U.S. adhesives manufacturing company. He developed and implemented international marketing strategies and distribution policy on a worldwide basis. Focusing on Asia and Latin America, he opened new markets in China, Taiwan, Brazil, Mexico, and Australia. The company's international distribution network increased from 5 to 15 countries and the number of distributors quadrupled to 20. Experienced in brand communication, market research, strategic planning and business development, Mr. Lindsay approached distributors/importers and finalized contracts in the construction, manufacturing, woodworking, marine, and transportation industries.

Mr. Lindsay's diverse background also includes work at the large Pacific Northwest law firm Lane Powell, where he conducted a comprehensive revision of multiple marketing tools, press communication and marketing intelligence. He has also trained hundreds of American and foreign business executives in sales development, market analysis techniques, team-building, and language skills. Leveraging his fluency in Mandarin Chinese language, Mr. Lindsay also provided natural sciences instruction in Mandarin Chinese at the Oregon Museum of Science and Industry (OMSI).

Mr. Lindsay holds a M.B.A. degree in International Business and graduated Magna Cum Laude with a B.A. in Marketing, both from Washington State University. As a Fulbright Junior Scholar, Mr. Lindsay studied Mandarin Chinese at National Taiwan University's International Chinese Language Program and participated in a number of national cultural events. He is fluent in Mandarin Chinese and has a working knowledge of Spanish.