

Michael Masserman  
Executive Director for Export Policy, Promotion, and Strategy  
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As the recently appointed Executive Director for Export Policy, Promotion, and Strategy at the U.S. Department of Commerce, Michael Masserman is in charge of operationalizing the President's National Export Initiative (NEI). The NEI is an initiative that President Obama laid out in his 2010 State of the Union to double exports by the end of 2014. In this role, Michael also oversees the Trade Promotion Coordinating Committee, which is made up of the relevant trade agencies within the U.S. Government. In addition to helping drive a "whole of government" approach to the NEI, Michael coordinates closely with private-sector companies, trade associations, chambers of commerce, and institutions such as Brookings, on global trade/export policies.

Prior to his current role, Michael served as the Director of the Office of Advisory Committees within the Department of Commerce, where he managed over 20 different committees, including the President's Export Council, that advise the President, Secretary of Commerce and the USTR on the formulation and implementation of trade policies. With more than 500 private sector advisors, these committees provide a critical link between the economic interests of U.S. industries and the broader public policy concerns of the U.S. Government.

Michael began his career practicing international corporate law at Simpson Thatcher & Bartlett in New York, where his focus was primarily on domestic and cross-border capital markets and securities transactions. After a number of years at Simpson Thatcher, he moved to Sydney, Australia where he worked at the law firm Mallesons Stephen Jaques and specialized in international mergers and acquisitions as well as international corporate finance.

Michael has broad experience in cross-border transactions having advised clients and companies across many industries and regions, including South America, Asia, Europe and Africa. His experience includes working on international deals where he's represented investment banks, hedge funds, private-equity firms, and an array of manufacturing and services companies. He has worked with pulp manufacturers, wireless telecommunications companies, and major airlines, as well as companies who produce medical transcription devices, natural gas transmission systems, and electrical and fiber optic connectors.

Michael took a leave of absence from his law firm in Australia to join the Obama campaign, where he worked on the political, field and constituency teams in a number of states. After the campaign, he worked as a business development consultant for a start-up company where, among other tasks, he worked on enhancing the global supply chain strategy for the company.

Michael received his B.A. with distinction from the University of Michigan and his J.D. cum laude from University of California, Hastings College of the Law.