



# SARITA D. JACKSON, PH.D.

Speaker, Global Trade Consultant, Author

Increase Your Profits - Go Global Now!

Dr. Jackson loves to spread people's business...around the world. She simplifies the rules of international trade so that you can expand your business to the global market and increase your profits.

## *Presentation Topics in English and Spanish*

### **GROW YOUR BUSINESS IN THE GLOBAL MARKET**

Is your business stuck in a rut? Are looking for ways to expand but just do not know how? Dr. Jackson will provide a simple step-by-step guide to help you to export to foreign markets and maximize your profit potential.

### **HOW MINORITY OWNED BUSINESSES CAN WIN IN THE GLOBAL MARKET**

Minority-owned businesses "are generally smaller and have a lower payroll than other businesses, they are twice as likely to generate sales through exports compared to non-minority firms," says the International Trade Administration. You will learn about what international trade means for your business. The presentation will also provide simple tools to guide your business from identifying specific markets to exporting to those markets.

### **WOMEN AND GLOBAL TRADE: PARTNERSHIPS AND PROFITS**

As international trade continues to grow rapidly, women entrepreneurs are becoming important figures. However, many still need access to resources to sell their goods on the international market and receive a fair price. If you are an organization looking to establish relationships with women-owned enterprises in developing countries, this informative presentation is for you. You will learn about the organizations that exist in particular countries and comprehend the steps required to connect with women-owned businesses.

## *What People Are Saying:*

"Dr. Jackson is highly professional...It was very clear from her presentations that she is an able researcher and expert in her field of international trade. We would certainly like to invite Dr. Jackson to return next year." - Political Science Professor, PBA University

"My study in Dr. Jackson's course gave me concepts...I have been able to put into action right away." - Glenda Clark, former student, business owner

For business owners, business organizations, policymakers, universities, non-profit

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## About Sarita D. Jackson, Ph.D.

Dr. Jackson has over 10 years of experience in the area of international trade. She worked at an Arlington based consulting firm as a trade policy advisor in the Southern Africa and East Caribbean regions on a number of projects funded by the U.S. Agency for International Development. Dr. Jackson was a tenured associate professor of political science, with an emphasis on international political economy, at North Carolina A&T State University. Today, she is the president and CEO of the Global Institute of International Trade (GRIT), a think tank/consulting firm based in Los Angeles, CA.

### Professional Achievements

- Fulbright Scholar/Lecture Award (Dominican Republic)
- UNC-Duke Summer Research Fellowship Award
- Published research on free trade negotiations and agreements in top scholarly journals



### Partial Client List:

- Palm Beach Atlantic University
- University of North Carolina Charlotte
- U.S. Embassy Dominican Republic
- Trust for the Americas, Organization of American States (OAS)
- North Carolina A&T State University

