

**Paul V. Oliva** • FOUNDER AND PRINCIPAL

Paul Oliva is an international communications and business strategy consultant with over 20 years experience. Oliva's public relations consultancy in San Francisco encompasses business strategy, research and analysis, international trade policy and programs, public affairs and government relations, corporate social responsibility, issues management, marketing communications, and executive consulting. In this capacity, he serves as Senior Advisor to the Bay Area Council, and heads the California APEC 2011 Organizing Committee.

Prior to founding his consultancy in 2005, Oliva was director for global corporate relations at Visa International. He developed Visa's global stakeholder relations program and managed external communications regarding business-to-business solutions, consumer products, and IT systems such as VisaNet.

Oliva worked directly with Visa's CEO and other senior executives on the company's corporate reputation initiatives, which employed news media, industry analysts, thought leaders, and direct communication channels. Oliva joined Visa USA in 2000 as director of member communications before joining Visa International in 2001.

Prior to joining Visa, Oliva was a founder and executive director of BAYTRADE, an international trade development alliance of the Bay Area Economic Forum. He also founded and managed TradePort LLC, an international trade web service, and helped form CalTrade to promote sound international policies. Earlier positions included international policy and public affairs work with the State of California, where he served as the Senior Policy Analyst for the California State World Trade Commission and the California Trade and Commerce Agency.

Oliva is also a contributor to the *San Francisco Chronicle*, teaches sailing on San Francisco Bay and speaks German and Italian.

Education: MA, International Affairs, School of Advanced International Studies (Johns Hopkins University), BA cum laude, International Studies (University of the Pacific). Board positions: Chair, Northern California District Export Council; Chair, University of the Pacific School of International Studies Advisory Council; Director, South Beach Yacht Club. Member: Pacific Council on International Policy, CalChamber Council for International Trade.

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