



Mr. Joel Backaler, Director, Frontier Strategy Group; Author, *China Goes West: Everything You Need to Know About Chinese Companies Going Global*

Joel Backaler is Director at Frontier Strategy Group, *Forbes* business columnist and member of the National Committee on United States-China Relations. In his upcoming book *China Goes West: Everything You Need to Know About Chinese Companies Going Global*, Joel addresses the country's global expansion and its impact on Western multinationals. He is also author of TheChinaObserver.com, an award-winning China business blog.

Joel previously worked for Atos Consulting's Business Transformation division restructuring Chinese state-owned enterprises preparing for international expansion. His most recent experience had him working with CEOs of Asia for leading American and European multinational companies to develop their regional expansion strategies in Singapore, Shanghai and across the Asia Pacific region.

Joel holds a Bachelor of Arts degree in Economics and East Asian Studies from Connecticut College and attended post-graduate studies at Georgetown University. He was awarded the prestigious U.S. State Department-sponsored Fulbright Fellowship to work and study in Taiwan. Upon completion of his Fulbright grant, Joel studied under the academic year program at the Stanford/IUP Center intensive language training program hosted by Beijing's Tsinghua University. Joel speaks Mandarin Chinese, having lived and worked in Beijing, Taipei, Shanghai and Singapore. He currently lives in Washington, DC with his wife Qian.