



Linda Mysliwy Conlin
President
World Trade Center of Greater Philadelphia

With over 30 years of international trade, trade finance and public policy experience, President Linda Mysliwy Conlin leads the World Trade Center of Greater Philadelphia (WTCGP), a 501(c) (3) non-profit organization and one of over 300 World Trade Centers around the globe.

Since 2009, Conlin has increased the impact and contribution of WTCGP to Greater Philadelphia's economy by leading a team of seasoned professionals who, to date, have helped exporting companies, largely small and medium-sized businesses, in the region generate over \$2billion in export sales. Conlin has also forged important strategic partnerships to advance the global growth of Greater Philadelphia's leading universities and medical institutions and to expand exporter access to global expertise and services provided by the region's leading banks, law and accounting firms, and other global service providers.

Conlin has positioned the organization as a recognized thought-leader in global trade through signature programs such as the Annual Global Business Conference that has brought to Philadelphia leading U.S. and international trade officials and experts. Conlin has also participated in the Brookings Institution/JP Morgan Chase Global Cities Initiative where WTCGP partnered with the Economy League and other organizations to create the Greater Philadelphia Export Plan, the region's first comprehensive strategy to accelerate the growth of exports in the region. As head of the Member Advisory Committee on Trade Services within the World Trade Centers Association, she has also reinforced WTCGP's leading role as a world trade center within this global network. Most recently, Conlin was recognized by the Philadelphia Business Journal as one of the "Power 100," of most influential leaders in the Greater Philadelphia region.

Prior to joining the WTCGP, Conlin served as a member of the Board of Directors as well as Vice Chair and First Vice President for the Export-Import Bank of the United States. At Ex-Im Bank, Conlin's executive leadership helped to expand financing to U.S. exporters, including small and medium-sized businesses, predominantly in emerging markets. Conlin's international career also includes serving as assistant secretary for trade development with the U.S. Department of Commerce, where she managed a \$67 million budget and over 370 U.S. industry experts. From 1994 to 1999, Conlin worked as executive director in New Jersey's Commerce and Economic Growth Commission. She has also held positions at the U.S. Travel and Tourism Administration, the U.S. Department of State, and the U.S. Information Agency. Conlin currently serves on the board of Global Philadelphia Association, Temple University Center for Business Education and Research (CIBER) and on the MidAtlantic District Export Council. A graduate of the University of Massachusetts with a Bachelor of Arts Degree in French and Russian studies, Conlin began her earlier career owning and operating a successful small family business in Western Massachusetts.