



Joseph Hanley

Director, U.S. Department of Commerce's Mid-Atlantic Region

Joseph Hanley is the Director of the U.S. Department of Commerce's Mid-Atlantic Region of 14 U.S. Export Assistance Centers in New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, North Carolina and South Carolina. The Mid-Atlantic Region is part of the International Trade Administration's U.S. Commercial Service global network of offices across the United States and in U.S. embassies and consulates throughout the world.

Joe leads a staff of 38 trade professionals delivering export counseling and trade promotion services to the U.S. business community, especially small and medium-sized U.S. firms seeking to develop new overseas markets and grow their export sales

In addition to his role as Regional Director, Joe has worked with his team to spearhead several national initiatives including *Trade Winds*, an annual overseas trade promotion conference and mission held annually for ten years in Turkey, Poland, Mexico, Brazil, Singapore, Korea, Colombia, South Africa, Chile, and Romania. Through this award-winning program, thousands of U.S. companies from nearly all 50 states have participated in *Trade Winds* to successfully develop U.S. export sales in new overseas markets. The event series has been recognized with the ITA Bronze Medal Award and the U.S. Department of Commerce Silver Medal Award.

Joe also worked with his team to develop the *Discover Global Markets* export promotion conference; staging initial events in New Jersey in 2012 and in North Carolina in 2013 and 2014. In 2013, Joe led the national launch of the *Discover Global Markets* program series across the country, resulting in a highly successful series of national events that have benefitted thousands of U.S. companies across the country.

Recently, Joe took temporary leave as Regional Director to serve as the Commerce Department's overall project coordinator for U.S. Partner Country status at Hannover Messe in Germany in April 2016. Led by the Secretary of Commerce, this event featured President Obama and Chancellor Merkel opening the event and touring the trade show floor. Over 10 months, Joe planned and coordinated worldwide efforts across multiple work-streams, including export promotion, inward investment, trade policy, trade events, and event budget/sponsorships. The project team exceeded expectations by every measure, including unprecedented levels of participation by U.S. companies, EDOs, and event sponsors, leading to recognition with ITA's Bronze Medal Award and the U.S. Department of Commerce Gold Medal Award.

Prior to joining the U.S. Commercial Service in 1996, Joe administered U.S. unfair trade law at the Commerce Department in Washington, DC, ensuring that imports of products subject to U.S. antidumping reviews were being traded fairly. Before joining the Commerce Department in 1990, Joe earned an M.A. in International Affairs with a concentration in International Economic Policy from The George Washington University, and a B.S. in Political Science from the University of Scranton.