

Brian Fulk, MBA

Richmond, Virginia 23235

+1-804-928-5575

brianjamesfulk@gmail.com

GLOBAL ECONOMIC DEVELOPMENT EXECUTIVE

Results-focused leader with solid economic development, consulting, marketing, finance and international business experience. Known as a “Trusted Advisor,” “Team-Player,” “Deal-Maker,” and “Problem-Solver.”

-Economic Development

-Presentations/Public Speaking

-Problem Solving/Modeling

-Asset Recovery

-Complex Credit/Capital Restructuring

-Global Sales and Marketing

-Trusted Advisor and Consultant

-Asset-Based Finance

-Structured Trade Finance

-Risk Mitigation Expert

PROFESSIONAL EXPERIENCE

THE FULK GROUP

Principal Consultant

2019 - Present Richmond, VA

Started an Economic Development Consultancy to be focused on offering new business attraction assistance to Economic Development Organizations. Service offerings include:

- Strategic Planning.
- Target Industry Determination.
- Evaluation and Updating of Marketing Materials.
- Leading Prospecting Missions Globally.

FIMBANK PLC

Senior Vice President, Head of Risk Mitigation and Asset Recovery

2017-2019 St. Julian's, Malta

Responsible for FIMBank Group's credit-related risk mitigation activities. Managed the Non-Performing Asset recovery efforts globally (including Bulgaria, Cameroon, Egypt, Greece, India, Italy, and UAE).

- Evaluated and negotiated insurance contracts for the head office and all subsidiaries and branches.
- Established operating procedures for new risk-mitigated credits.
- Filed and managed credit-related insurance claims with supporting evidence.
- Recovered assets (recoveries were approximately \$7 million in 2018), negotiated settlement agreements, restructured loans, initiated or continued legal or commercial actions as required.

GREATER RICHMOND PARTNERSHIP, INC. (A “regional” non-profit Economic Development Organization)

Senior Vice President, Business Development

2015-2017 Richmond, VA

Responsible for the region's (MSA population > 1 million) Business Attraction, Retention and Marketing activities.

- Managed a team of professional economic development officers (all now with **CECd** certifications thanks to my focus on continuing education for my staff) responsible for a 400+ portfolio of prospects.
- Exceeded annual goals for “new prospects added” and “new prospect site visits to our region.” In fiscal 2017, over 60 foreign and domestic prospect companies visited and evaluated the Greater Richmond Region.
- During a 12-month period, led or assisted with 15+ companies that selected our region as a new operating presence, resulting in additional employment (over 1200 positions) and new outside investments exceeding \$300 million.
- As a hands-on Manager, personally led (including arranging all trip logistics) numerous successful domestic and international marketing missions, to include Brazil, China, Italy, Netherlands, and the United Kingdom.
- Worked closely with county and city stakeholders to coordinate attraction and business retention activities.
- Worked closely with Virginia Economic Development Partnership, the Virginia Port Authority, and others on global prospecting and marketing missions.
- As project manager for many of GRP's most active prospects, I worked closely with area vendors to provide prospects visiting our region with a favorable experience, viewing site possibilities and facilitating connections with support providers.

- Improved our on-line marketing capabilities, including providing detailed guidance on a new website. (www.grpva.com)
- Implemented the regular use of Salesforce by all economic development officers as a platform for internal and external reporting, and for tracking the progress and responses to and from prospects.

WELLS FARGO BANK, N.A.

Head of Strategy - Europe, Russia, the Middle East and Africa

2009-2015 London, UK

Developed annual **strategic plans** and **tactical strategies** for the region. Also charged with originating and closing credit transactions while providing “Deal Team Leader” expertise and **advice** for a growing \$4 billion credit portfolio.

- Using Salesforce as a CRM platform, monitored over 300 foreign-based clients for opportunities.
- Determined appropriate risk tolerance levels, and selected products and clients to target.
- Consistently exceeded annual revenue growth targets, annually closing over 25 bi-lateral, club and syndicated loans.

Senior Vice President - Head of Structured Trade Finance

2001-2009 Richmond, VA

Galvanized the Structured Trade and Eximbank/OPIC finance function.

- Grew revenue and profits by more than 30% per year, with full P & L accountability.
- Assisted several large US-based exporters by structuring a proprietary Secured Receivables Financing Structure, adding over \$5 million to my employer’s net profits.
- Created a trade finance asset trading platform.

Executive Director & Board Member, Banco Wachovia, S.A.

1997-2001 Sao Paulo, Brazil

Direct responsibility for new corporate business development, and inbound and outbound **economic development** activities; to include **advising** corporations regarding new or existing Brazil-based operations.

- Negotiated the purchase of a bank in Brazil, Wachovia’s first overseas subsidiary.
- Changed the strategic focus of this Brazil-based bank subsidiary, moving from a retail to a wholesale focus.
- Led a diverse team that annually added over 30 new corporate account relationships with a 95% retention rate.
- Created innovative borrowing structures allowing credit-qualified companies in our target markets to borrow in USD or local currency.

OTHER RELEVANT EXPERIENCE

WACHOVIA BANK, N.A.

Head of Latin America

Atlanta, GA

Provided **customized financing solutions** to corporations and financial institutions in Latin America.

- Tripled the Latin America credit portfolio.
- Traveled frequently within the region (Mexico, Brazil, Ecuador, Chile, Argentina, Peru, Uruguay as key targets) as the senior client-facing officer.

Territory Manager-USA

Atlanta, GA

As a “hands-on” relationship manager led a matrix-based team of 15+ professionals marketing credit, cash management and reporting, investment, foreign exchange, and other services to foreign-owned subsidiaries located throughout the United States.

- **Provided operating and financing solutions for clients**, requiring close coordination with overseas-based officers in Europe.
- Grew a nine-figure credit portfolio by 20% or more annually.

Chief Representative and Territory Manager -Western Europe

London, UK & Zurich, Switzerland

Managed the representative office and staff. Responsible for the business development of over 200 European-based parent companies of targeted US prospects and clients.

- Marketed a full range of credit, capital markets, and cash management services.
- As the senior officer based in Europe, assisted companies located, or considering a location, in the USA. In this role, in addition to on-site meetings with prospects throughout Europe, my team and I hosted seminars and events featuring government and private leaders and representatives from the Wachovia Bank footprint.
- Grew the Western European credit portfolio by over \$300 million during the first year.
- Provided senior management with comprehensive written corporate and financial institution credit and country credit reviews.

Vice President, Economic Development Officer

Winston-Salem, NC

Reporting to the International Head of Industrial Development, over a three-year period, promoted Wachovia's footprint region as an ideal location. Became the international officer assigned to all newly arriving foreign companies. As an economic development officer, I met frequently with overseas-based company representatives, **providing advice and solutions**, and working to connect the prospect to supporting vendors. Led negotiations and funded several Industrial Revenue Bonds.

International Credit/Risk Officer

Winston-Salem, NC

Reported to the Head of International Credit Administration. Reviewed and approved foreign corporate and financial institution credit requests. Wrote comprehensive country, corporate and financial institution credit reviews. Presented loan approval packages to Wachovia's Executive Credit Committee.

EDUCATION

Master of Business Administration: Wake Forest University, Babcock Graduate School of Management.

This was a two-year, full-time, in-class program emphasizing, Multinational Business Finance, Quantitative Analysis, Management Information and Control Systems, Organizational Behavior, and Capital Budgeting. Led the #1 **Consulting Project** for RJ Reynolds International, timely delivering comprehensive marketing and financial recommendations.

Bachelor of Arts, Economics (Accounting, International Finance, International Economics, Commercial Banking, Domestic and International Marketing): Guilford College.

PROFESSIONAL DEVELOPMENT

- University of Oklahoma Economic Development Institute (OU EDI). **CEcD** designation (**Certified Economic Developer**) training currently in progress (one final required training session needed in 2021).
- Miller Heiman, Inc. **Certified Client Associate** qualified to train employees in **Strategic and Conceptual Selling** methods (one of only five trained in this capacity, at the time, at Wells Fargo).
- Globecom Group, Ltd. Completed **CFO Training**, emphasizing corporate taxation, corporate restructuring, mergers, acquisitions and divestitures.
- US EXIMBANK. Received training and achieved a "**Delegated Authority**" designation for Wachovia Bank.
- **CPA Exam Preparation.**

CURRENT/PREVIOUS ASSOCIATIONS/CERTIFICATIONS

International Economic Development Council (IEDC), Business Retention & Expansion International (BREI), Virginia Economic Developers Association (VEDA), 7x24 Exchange, Bankers Association for Foreign Trade (BAFT)-Trade Finance Committee, Sons of the Revolution in the Commonwealth of Virginia, FINRA Series 7 and 63, Certified Commodities Trading **Advisor** (CTA).

COMMUNITY INVOLVEMENT

Richmond Public Schools Superintendent's Business Advisory Council, Habitat for Humanity, Hilliard House (a home for disadvantaged women), Benedictine Robotics Club, and Rotary Club International (Frequent speaker-Atlanta).