



## **NEW HAMPSHIRE** INTERNATIONAL TRADE RESOURCE CENTER

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For Immediate Release

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### **Bob Good Appointed as New Hampshire Commercial Consul to Canada**



PORTSMOUTH – The International Trade Resource Center has announced the appointment of Bob Good as New Hampshire Commercial Consul to Canada effective November 2007.

Bob is a senior executive with 27 years of sales, marketing, operations and management experience with four Fortune 500 companies and a venture capital-funded emerging growth firm. He is currently CEO of Good Leads, a company located in Salem that delivers lead generation and business development services for high-tech companies, government economic development agencies, professional services firms, and healthcare and medical companies. He has held sales and marketing leadership positions with Wang Laboratories, TRW Customer Service Division, General Electric Capital Management Technology Services,

Stream International and Cerida Corporation. Bob also formerly served the US military in Germany and the Middle East.

Bob's relationship with Canada is rooted in his heritage, which traces back to Newfoundland where his great-grandfather was owner and captain of a fishing schooner out of Carbonear. Additionally, he has a family presence in Nova Scotia. From a commercial perspective, Bob has extensive business ties to Canada. His company, Good Leads, has specific sales and project implementation staff focused on supporting government economic development agencies from all the Canadian provinces in executing trade missions to the U.S. and on discovering investment opportunities for U.S. companies seeking to expand into the Canadian provinces.

In his position as Commercial Consul, Bob plans to actively introduce Canadian government-sponsored trade mission participants to New Hampshire customers and suppliers by actively scheduling New Hampshire-based appointments for mission participants. He will also promote the "New Hampshire Advantage" by emphasizing the ease of establishing and conducting business in the state. He plans to focus attention on the state's opportunity areas and to offer Canadian entrepreneurial technology firms the benefits of technology-rich communities in New Hampshire. Additionally, he plans to introduce international customers to the benefits of establishing a U.S. presence in New Hampshire for sales, research and manufacturing.

Bob will work in consultation with and at the direction of New Hampshire's Commissioner of Resources and Economic Development, George Bald, and International Trade Resource Center Director, Dawn Wivell, in representing trade and investment initiatives both in New Hampshire and in the Canadian provinces. "Bob Good has been a strong supporter of the ITRC's efforts for many years. We are fortunate that someone with his talents and experience is willing to help the state of New Hampshire expand our relationship with our largest trading partner," said Commissioner Bald.

Bob holds graduate degrees in both Business Administration and Human/Community Relations. He taught as adjunct faculty in the Industrial Management Program of the University of Massachusetts College System for ten years. Bob is on the Board of Directors of the New Hampshire High Technology Council and serves in various capacities for regional and national trade and business associations, including the New England Canada Business Council. He is an active member of the New England Canada Business Council and regularly participates in functions sponsored by the Boston Canadian Consulate.