



"It's not just about finding solutions; it's also about putting them into action..."

Peter George Smith, DBA
International Management and Business
Development Consultant

Profile

2021

Professional Summary

Accomplished fintech (payments, remittances, banking) and foreign trade and foreign direct investment promotion professional. Vast international experience. Expertise honed in foreign services, economic development agencies, and companies ranging in scope from fast-paced \$20-million entrepreneurial operation to \$14-billion Fortune 500 growth corporation. Expert in Caribbean, Caribbean Diaspora, and Caribbean crossover markets.

Areas of Expertise

Transformative Management

Business Continuity
Business Strategy Formulation
Communication
Contract Negotiation and Management
Employee Training and Development
Human Resources Optimization
Organization Development

Business Development Management

Account Management
Brand Marketing
Consumer Analytics
Event Planning
Market Entry and Market Development
Marketing Research
Product Development
Project Management
Sales and Distribution

Education Background

DBA, International Business
Walden University, Minneapolis, MN, USA

MBA, International Business
Nova Southeastern University, Davie, FL, USA

MA, Sociolinguistics
Université Grenoble Alpes, Grenoble, France

BA, Modern Languages
University of the West Indies, Mona, Jamaica

Professional Training

Mini MBA in Telecoms for the Caribbean
Neotelis, Montreal, Canada

Leadership Development Program
Leadership Development Institute, St. Pete, FL, USA

Scotwork Advanced Negotiating Skills
Scotwork, Inc., Parsippany, NJ, USA

Strategic Ad College
Business Development Network, NJ, USA

Fundamentals of Attracting Inward Investment
Corporate Location, London, UK

International Marketing and Export Trade Promotion
Management
Centre for Promotion of Imports from Developing
Countries, Rotterdam, Netherlands

Languages

English | French | Spanish

Past Professional Corporate Positions

Remittances | Payments | FinTech
*Sales, Distribution, Products, Operations, Account Management,
Organizational Development*

Head of Caribbean - MoneyGram Intl., Miami, FL, USA
Sales Vice President - Fidelity Bank, Nassau, Bahamas
Manager, Caribbean - Digicel Group, Miami, FL, USA
Country Director, Caribbean - Western Union Int., Hollywood, FL, USA
Marketing Manager - Western Union Intl., Hollywood, FL, USA

Consumer Goods and Services
Marketing, Market Research

Director - Profile Marketing Research/Radius, Lake Worth, FL, USA

International Trade | Foreign Direct Investment | Consumer Goods
and Services
Sales, Marketing

Deputy Trade Commissioner, Jamaica Promotions (JAMPRO), London, UK
Marketing Executive, JAMPRO, Brussels, Belgium
Economic Development Executive, JAMPRO, Kingston, Jamaica
Marketing Manager, Korea Trade Center (KOTRA), Miami, FL, USA

Government & Foreign Services

Commercial Attaché - Jamaican Embassy, Brussels, Belgium
Commercial Attaché - Jamaican High Commission, London, UK

Select Professional Accomplishments

- Safeguarded 40% of MoneyGram Caribbean business by finding solutions to derisking challenges in 2016
- Grew Fidelity-Western Union brand awareness to 80% over 3-year period and net revenues by 19% over 2-year period
- Opened doors for importation of Jamaican processed foods in Western Europe through targeting and alliances with European Union and Center for the Promotion of Imports from Developing Countries
- Completed marketing studies for renowned companies, including Walt Disney World, AT&T, Girl Scouts of America
- Launched Bahamas' first prepaid debit card under MoneyCentre by Fidelity brand
- Played key role in Western Union's acquisition of part ownership of key representative's remittances operations in Caribbean

Select Professional Awards

- President's Club Award, MoneyGram International
- Wisdom Award, Digicel (Diaspora Talktime)
- First Data Guardian of Excellence Award, Western Union International
- Global Innovator of the Year Award, Western Union International
- Leader of the Pack Awards, Western Union International

Current Volunteer and Community Service

- President Nominee, Rotary Club of All Nations, Raleigh, NC, USA
- Vice-President, Association of Jamaican Diaspora en France, Paris, France

Contact Information

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