



SPEAKER PROFILES

Real Resources for Export Support

Tuesday, June 12, 2018
11:30 am – 2:00
Fluno Center

Don Sesterhenn

Director of Global Tax and Treasury
Johnson Outdoors

Donald P. Sesterhenn has served as Director of Global Tax and Treasury since April 2007. He also serves as Assistant Treasurer for Johnson Outdoors Inc. In January 2012 the responsibility for insurance was also added to his position. Prior to joining Johnson Outdoors, Mr. Sesterhenn served as Director of Tax for Sauer-Danfoss from 2003 to 2007.



From 1994 until 2003 Mr. Sesterhenn served first as Manager of Federal Tax, then Director of Tax at Maytag Corporation. From 1989 until 1994 Mr. Sesterhenn was responsible for tax at Ameritech Mobile Communications and held various positions at Arthur Young from 1980 until 1994. During the years 2003 to 2007 Mr. Sesterhenn taught a Corporate Tax class at Central College in Pella, Iowa. Mr. Sesterhenn earned a bachelor's degree in Accounting from the University of Illinois and a Master's in Taxation from DePaul University.



Koreen Grube

Director
U.S. Commercial Service Wisconsin

Koreen Grube is the Director for the U.S. Department of Commerce's Commercial Service, based in Milwaukee, WI. For over fifteen years, Koreen has been advising Wisconsin businesses on the processes of international commerce, including the logical process of exporting, underlying financial and tariff structures, foreign market research and US export control laws and foreign import regulations.



Prior to becoming the Director of the Milwaukee office, Koreen specialized in the education and healthcare sectors for Wisconsin, and was the Medical Device Industry Focus Group Leader for the Commercial Services' Global Healthcare Team. In 2016, Koreen was one of the first Trade Specialists to achieve The Healthcare Specialist designation. In 2013, Koreen was detailed to the U.S. Consulate in Shanghai, China, where she served as a Commercial Officer working to promote U.S. exports to China.

In recognition of her efforts counseling U.S. businesses on implementing their international business strategies, the Assistant Secretary for the U.S. Department of Commerce awarded Koreen with the prestigious Director General's Award. Koreen received her Bachelor's Degree in Business Administration with a focus on Marketing, from the University of Wisconsin – Milwaukee. Most recently, she has obtained her CGBP from NASBITE International, completed the Certified Export Specialist Program through NCBFAA, and completed the Executive Leadership Certificate Program through Cornell University.

Katy Sinnott

Vice President of International Business Development
Wisconsin Economic Development Corporation

Katy Sinnott is Vice President of International Business Development with the Wisconsin Economic Development Corporation (WEDC). In this role, she is responsible for developing and implementing strategies to grow Wisconsin's economy through helping Wisconsin companies expand their exports and through attracting foreign direct investment in Wisconsin. Katy has more than two decades of business



management and financial services experience, working in more than 40 countries with an emphasis on China. Before joining WEDC, she was the CEO and a board director for ERIC Paris Salons, a chain of salons based in China. Under her leadership as CEO, the company expanded from three salons to 38 in three years. At its peak, the company had revenues of \$6 million and 450 employees. Prior to that, Katy was a consultant in Hong Kong for McKinsey & Company, a global management consulting firm. In this role, she oversaw the merger of two global television tube manufacturers spread across multiple continents and helped design a customer loyalty program for China's second-largest oil company.



Katy also held several positions in Hong Kong with HSBC Ltd., one of the world's largest banking and financial services organizations. She is experienced in re-designing bank business processes and ensuring information services are business-driven. A Wisconsin native, Katy holds a BS in finance from the University of Wisconsin-La Crosse. After college, she was awarded a scholarship to attend the Chinese University of Hong Kong through Yale University, where she completed a nine-month intensive studies course in Mandarin. She is conversant in Chinese and French