

Hosts & Panelists



Kuntal Warwick

Industry Expert | California International Trade Center

Global marketing and business professional with senior-level experience across industries, including higher education, arts/culture, healthcare/biotech, clean tech, and with a focus on innovation. Supported national and international branding, marketing and communications projects, oftentimes launching landmark campaigns. Particular expertise in corporate and organizational engagement, linking private and public partnerships, and in impactfully articulating an organization's mission to a global or multicultural audience.



Julie-Anne Hennessy

US Commercial Service

Industries: Franchising; Health Care Technologies including Food Supplements; Textiles & Apparel; Toys & Games including Video Games; Travel & Tourism



Felipe Cusnir

Chief Executive Officer Swell Capital Inc.

Felipe Cusnir is Chief Executive Officer at Swell Capital Inc., providing capital introduction and placement services for institutional investors, funds and individual investors. Felipe raises capital and provides counsel for strategic allocation, with focus on projects in Infrastructure & Transportation, Sustainability, Health & Wellness, Distressed Assets, and Sports & Entertainment. Prior to founding Swell, Felipe served as Director of International Trade & Investment at Los Angeles Mayor's Office, facilitating international trade development, attracting and retaining foreign direct investment, and strengthening government relationships. Prior to joining Mayor Garcetti's Administration, Cusnir worked for the International Development Department for the Port of Los Angeles, where he promoted the Port and the Region internationally to foster trade and business opportunities.



Sandra Donzella

San Diego District Attorney's Office

Sandra Donzella has been with the Export-Import Bank of the U.S. ("EXIM Bank") for 19 years. She is the Deputy Managing Director of EXIM's West Regional Office, responsible for business development and outreach efforts in the Western Region of the country.

Sandra joined EXIM Bank in 2001 after spending nearly a decade in International Banking, where she specialized in Trade Finance and directly worked with EXIM Bank's programs. She has also been involved in temporary assignments at EXIM's Bank Trade Credit Insurance Division as a Portfolio Manager and Underwriter for the West Region.

Sandra is based in San Diego at the offices of the U.S. Department of Commerce. She was born in Chile, moved to the United States in 1980, and became a U.S. citizen in 1992. She received a B.A. degree in Economics from the University of Connecticut in 1991.



Jeff Deiss

Regional Export Finance Manager at US Small Business Administration

Jeff Deiss (pronounced “Deese”) is an export finance loan officer with the US Small Business Administration (SBA), a role he has held since 2011. He is one of 21 such SBA Export Finance Managers in the nation who provide export financing assistance as part of the suite of services available from multi-agency US Export Assistance Centers (USEAC’s). After 2 years in Portland, Oregon, Jeff opened SBA’s San Francisco, California export office in late 2013. Jeff works with exporters and commercial lenders in northern and central California to find export financing solutions for small businesses. In addition, he serves as the Export Finance Director for SBA’s team of Export Finance Managers in the Western US, a role he assumed in 2014.

Prior to joining SBA, Jeff was involved in commercial lending at USDA Rural Development where he was responsible for delivering a variety of financing programs to address the needs of rural communities. He began his career with USDA in 1983 doing agricultural lending.

Jeff holds an MS and BS from the University of California Davis, and a BA from Claremont McKenna College.



Perry Goldstein

CITC Consultant - eCommerce

Perry Goldstein is an electronics industry veteran, with over 40 years of experience in manufacturer sales and marketing in both the consumer electronics and Pro A/V spaces. He has managed sales in both B2B and B2C markets.

He spent the majority of his career with Panasonic, where he pioneered many programs in the consumer electronics industry. Among them was the industry's first local based multi-ethnic marketing campaign, advertising in five different languages simultaneously in the Los Angeles market.

He was also a member of the team that executed Panasonic's entry into the ecommerce vertical in the late 1990s, including Amazon in its early days.



Simona Racek

CITC Consultant - International Expansion

Simona's expertise focuses on exporting solutions including assessing export regulations and facilitating applications for export-related financing and government grants. She assists with developing global export market plans/budgets, general cross border ecommerce strategy, export documentation, international distribution and logistics plans, compliance reviews, structuring international trade transactions and financing, STEP export grants and EXIM/SBA export loan products. Speaks Romanian.