Our Speakers



JOSHUA SEEBERG

Senior FDI Advisor, South Carolina and CASE President

Joshua Seeberg is the Senior FDI Advisor for the State of South Carolina Europe Office. He brings with him over a dozen years of experience in the transatlantic business sphere, having spent nearly a decade with the German American Chamber of Commerce network and then heading the Kentucky European Office.

In his previous roles, Joshua organized corporate and fundraising events, managed business membership organizations, built workforce development programs, and engaged companies in their FDI activities. Moreover, Joshua is currently the President of the Council of American States in Europe (CASE), an organization promoting FDI attraction to the U.S. to European companies. The South Carolina Europe Office is a proud, long-standing member of CASE.



TOM THORELLI

Owner & Partner at Thorelli & Associates

We are delighted to welcome Tom Thorelli and Thorelli & Associates to our CASE team! Tom is a US lawyer with thirty years of experience working with small- to medium-sized foreign companies in minimizing legal risk when doing business in the United States. Thorelli & Associates combines a broad range of expertise in the fields of intellectual property law, contract negotiations, corporate law acquisitions, product liability preventive management, and immigration; all with small-firm attention to detail and customer service to create tailored legal solutions for its clients.

The firm's clients range from high-tech startups to companies with software applications, telecommunications, medical devices, automotive and aeronautic industries, consumer products, security technology, consulting services, etc. Over the years, Thorelli & Associates has assisted over one thousand foreign companies in properly structuring their entry into the US. He is often invited to speak about an array of legal issues, including immigration, product liability preventive management, contract negotiations, etc.



LUIGI MERCURI

Managing Director – North Carolina, Europe –
Vice President of CASE

Luigi is based with his family between Italy and Germany. He has also lived and studied in the United States, Belgium, the United Kingdom, and South Korea. Luigi and his team represent the FDI attraction interests of the Economic Development Partnership of North Carolina (EDPNC) (www.edpnc.com) across Europe, Israel, and Turkey.
His previous positions include trade promotion and investment attraction roles both on a bilateral and multilateral level, with a specific focus on hi-tech, innovative manufacturing sectors, and cross-border R&D projects. Luigi has been advising governmental organizations, Special Economic Zones, industrial parks, investment funds, and manufacturing companies in the fields of market entry, site selection, trade facilitation, advocacy, and business expansion processes since 2010. Luigi has worked in the past for German and US-based consulting agencies, the Italian Trade & Investment Agency (ITA-ICE) in Germany, and the German-Korean Chamber of Commerce in South Korea (KGCCI).

He studied International Relations and Economics at the Alma Mater Studiorum University of Bologna and the Paul H. Nitze School of International Studies (Johns Hopkins SAIS). His interest and passion for the history and future of Transatlantic Relations began during his high school years while attending the German School in Washington D.C. (DSW). Luigi speaks Italian, English, German, French, and Spanish.



EDWARD M. SITAR

Senior Manager of Economic Development at ComEd

Ed Sitar (pronounced “sitter”) is the Senior Manager of Economic Development at ComEd, where he oversees the company’s strategy and efforts to recruit and retain large business customers and grow jobs and investment in key industries across northern Illinois. Ed is a 28-year veteran of the company, where he has worked closely with municipalities, regional economic development organizations, and the state of Illinois to leverage ComEd’s reliable and affordable energy services to secure major business investment wins for the region. During his tenure with ComEd, he has been a part of the company’s competitive business attraction efforts, helping prospective customers’ to navigate a decision to expand or grow in Illinois amid a changing regulatory climate (prior to the industry’s de-regulation in 1997, and on to today’s nation-leading CEJA law). He has also shaped commercial energy efficiency policies and programs to serve the needs of ComEd’s large customers and helped support development projects with commitments to create 240,000 jobs over the last decade.

ComEd is a unit of Chicago-based Exelon Corporation (NASDAQ: EXC), a Fortune 200 energy company with approximately 10 million electricity and natural gas customers – the largest number of customers in the U.S. ComEd powers the lives of more than 4 million customers across northern Illinois, representing 70 percent of the state's population.

Ed holds a bachelor degree in Urban Planning and Development and a bachelor of science in Environmental Design, with a minor in Energy and Mineral Resources from Ball State University in Muncie, Indiana.



JOHN GEIB

Director Duke Energy

John Geib is Director of Duke Energy's Economic Development Technical Services group. He is responsible for new and expanding industrial and commercial business recruitment support across Duke Energy's Enterprise Service territory.

John joined Duke Energy in 1982 after graduating from the University of Virginia with a Bachelor of Science degree in Mechanical Engineering. He is a registered Professional Engineer and a Certified Energy Manager. John has served on numerous professional boards during his career and currently sits on the Rockingham County Economic Development and Piedmont Triad Partnership Boards.

Since 1904, Duke Energy's Economic Development team has helped build the Carolinas' economy. Today, we're evolving into an East Coast center for high-tech manufacturing: data centers, automotive parts, pharmaceuticals, biotech, and medical devices. High economic growth occurring in the region, and the State's healthy business climate, are attracting suppliers to these industries, and positioning North Carolina for even greater success.

Duke Energy's Carolinas' operations include nuclear, natural gas, coal, hydroelectric generation, and increasingly, renewable generation. That diverse fuel mix provides nearly 21,000 megawatts of safe, reliable and competitively priced electricity to more than 2.8 million electric customers in a 24,000-square-mile service area of North Carolina and South Carolina.

Duke Energy's Economic Development team provides hands-on, high-quality services tailored to meet the needs of clients and their unique business requirements. Duke Energy is committed to providing customers with a continuous flow of service and expertise and to quickly respond to new opportunities. Please visit us at: http://www.locationdukeenergy.com.



CARL REES

Manager, Economic and Community Development - Electricities of North Carolina, Inc.

A native of Eastern North Carolina, he has worked in a variety of capacities for area local governments since 1995. Most recently, Carl served as Economic Development Manager for the City of Greenville, North Carolina. In this capacity, Carl led a full–service economic development office that engaged in business recruitment and expansion activities as well as support for small business and entrepreneurship. While at Greenville, the city was cited by the Governor of North Carolina for its support for small businesses. During this period, the city was the beneficiary of multiple industrial expansions and new locations including pharmaceutical, life science, and advanced manufacturing projects.

Beginning in 2004, Carl accepted the challenge of leading redevelopment efforts in Greenville's urban core while serving as primary staff person to the City's Redevelopment Commission. In this capacity, Carl spearheaded efforts that led to a combination of public and private investment in the hundreds of millions of dollars.

Carl is a proud graduate of East Carolina University and was previously an enlisted soldier in the U.S. Army's 1st Infantry Division.



NATHAN FORD

President of Shale Crescent USA

Shale Crescent USA is a non-profit organization whose mission is to encourage business growth and create high wage jobs in Ohio, West Virginia, and Pennsylvania where manufacturers can increase profitability, reduce emissions, secure low-cost energy/feedstock, and shorten supply lines. Shale Crescent USA's unique location advantage allows manufacturers to build on top of the feedstock and in the center of customers where there is an abundant supply of low-priced natural gas, natural gas liquids, access to water, and proximity to half the population of the United States and Canada.

Nathan leads in the process of developing strategic industry research and delivering targeted messaging to high energy intensive industries.

Nathan joined Shale Crescent USA in 2016. He is a graduate of Marietta College and earned his MBA from Liberty University.



CHARLIE MOSELEY

Manager Of Business Recruitment - Georgia Power

Charlie Moseley is the Manager of Business Recruitment for the Economic Development team. Charlie joined the Georgia Power Economic Development team in 2018 as business recruitment director, bringing his talent and expertise to companies looking for locations throughout Georgia. He oversees the research and site selection process for businesses investing or expanding in Georgia. With market evaluation, engineering services, facilitating company visits, and serving as a liaison between companies and government agencies, Charlie walks prospects through every step of the journey.

Before Georgia Power, Charlie was the director of project management and regional partnerships for the Metro Atlanta Chamber, working to attract jobs and investment to the Atlanta region. Prior to that, he was the executive director of the Henry County Development Authority where he led all economic efforts, and before that he worked in various roles for the Georgia Department of Economic Development's Global Commerce team. He's also worked with the Association County Commissioners of Georgia and as a speechwriter for a former governor.

Charlie earned graduate degrees in public policy and city and regional planning from Georgia Tech. undergraduate degree in political science from the Honors Program at the University of Georgia. The Moseley's call Atlanta's Druid Hills neighborhood home.



ANTOINE GUILLAUD

IMS, President

Founding partner of IMS is an Expert Accountant with more than 25 years of experience assisting foreign companies establish themselves in the US market. Before founding International Management Solutions in 1998, Antoine was a partner at McGladrey & Pullen in Chicago in the International Services department. Prior to his post in the United States, Antoine worked in England with Robson Rhodes, now a member of Grant Thornton, and in Paris with Salustro Reydel, now a member of KPMG.
In addition to his established career in the industry, Antoine has served on the Board of Directors of the French American Chamber of Commerce of Chicago and is a Conseiller du Commerce Exterieur de la France (Advisor to the National Committee of French Foreign Trade)



JAMES P. CAIN

Ambassador James P. Cain

Jim Cain's career has spanned the fields of law, business, sports and international diplomacy. From July of 2005 until January 2009 he served as U.S. Ambassador to the Kingdom of Denmark, appointed by President George W. Bush. Prior to his diplomatic service he served as President and Chief Operating Officer of the Carolina Hurricanes of the National Hockey League, as a partner in the international Law Firm of Kilpatrick Townsend, and as founder and Chair of numerous civic and business enterprises.

As Ambassador, Cain focused his energies on areas of national security, counter-terrorism, energy security, commerce and investment and promotion of shared values. However, his passion was public diplomacy, with proactive focus on three primary themes: encouraging entrepreneurship and innovation; celebrating cultural diversity; and embracing the culture-changing power of private philanthropy and corporate social responsibility; together branded as "The American Spirit". Drawing on his sports background and connections with America's major professional sports leagues, Ambassador Cain launched an initiative designed to re-invigorate America's use of sports as a diplomatic tool; celebrating the power of sports to bridge cultural differences and resolve conflict.

Since returning from his diplomatic position in 2009, Ambassador Cain has devoted his energies to international economic development projects, increasing investment and collaboration to encourage innovation, and to assisting U.S. brands and Western corporate clients expand their operations into international markets through his company Cain Global Partners, LLC and the Kilpatrick Townsend law firm where he continues to serve as Counsel.

Ambassador Cain is a frequent writer and speaker on topics of international policy, global trade, and the power of entrepreneurship, innovation and growth to bind regions and nations together. He lives with his wife in North Carolina.