



BACKGROUND

Wilson Global Communications specializes in strategic public relations services and communications program management between the United States and several countries in Africa and Europe, China and Brazil. Founded in 1994 in Johannesburg, South Africa by Julia A. Wilson, and now based in Washington, D.C., Wilson Global focuses on customizing its services to develop and bridge cross cultural and mutually beneficial relationships between international leaders, youth and organizations in education, business, media, and civic affairs.

Wilson Global provides training and communications program support to assist in projecting positive images of people of African descent. Our services connect people to enhance cross cultural understanding.

CERTIFICATIONS



Woman Owned Small Business
8(a) PENDING



CONTACT INFORMATION

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Wilson Global Communications



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PAST PERFORMANCE: AFRICA & ASIA

Africa

Federal Republic of Nigeria – Ministry of Communications: Developed and organized the North American business image launch of “Nigeria: The Heart of Africa.” The 3-day special event served as the template, and was duplicated in Texas and Canada. (2006)

Ghana Investment Promotion Centre: Created, developed and published maiden issue of the “Ghana Club 100” magazine featuring the top 100 businesses in Ghana to promote direct foreign investment in the country during the visit of Pres. Bill Clinton to Accra. (1998)

Firestone Natural Rubber Company: Created and produced “Good News Liberia”, a 30-minute radio program to update Liberians in the Diaspora on the democratic process under the leadership of Pres. Ellen Johnson Sirleaf, and to encourage participation in rebuilding the country after 15 years of civil war; the program was co-hosted by Wilson Global CEO and an 18-year-old Liberian journalist, and aired in Monrovia twice weekly. (2007)

Republic of Malawi: Organized a “Doing Business in Malawi” forum with U.S. business and government leaders for Malawi government officials to present the country’s business opportunities. (2008)

Asia

China-United States Exchange Foundation: Developed and organized the African American initiative to introduce African American leaders and students to China’s history and culture and to connect them with opportunities in education, business and civic affairs for collaborations. (2009 – P)

Hong Kong Trade Development Council: Recruited and managed an 8-member delegation of American asset managers and investment bankers to Hong Kong to participate in the Asian Financial Forum. The matchmaking forum attracted over 2,000 financial services experts worldwide (2016)



NAICS CODES

Primary: 541820 – Public Relations Agencies

541611	Administrative Management and General Management Consulting Services
541613	Marketing Consulting Services
541840	Media Representatives
541890	Other Services Related to Advertising
541910	Marketing Research and Public Opinion Polling
541930	Translation and Interpretation Services
561920	Convention and Trade Show Organizers
611430	Professional and Management Development Training
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities
928120	International Affairs

RECOGNITION

- 2016 Member, Board of Advisors
University of Southern California Annenberg School of Communications – Center for Public Relations
- 2016 USC Outstanding Alumna Award
University of Southern California Black Alumni Association
- 2015 Pat Tobin Lifetime Award
National Black Public Relations Society
- 2010 Fulbright Grant Recipient
United States Department of State – France

SBAIC

USC Annenberg
School for Communication and Journalism

Goldman Sachs
10,000 small businesses
ALUMNI

Clients and partners provided upon request.

PAST PERFORMANCE: EUROPE & THE AMERICAS

Europe

U.S. Department of State Fulbright Program: Speech presentations to underserved youth in France (Paris and Lyon) on a Fulbright Grant that was requested by the mission in Paris, France; lectured at Science Po University, École Internationale de Commerce et Développement 3A, and Grand École School of Management in Lyon, France (2010)

The Americas

Women's Business Enterprise Alliance (Houston, TX): Developed and launched an international education program to train entrepreneurs and small business owners on processes for exploring business opportunities in foreign countries. The 'Going Global' seminar included cultural points in key countries to note when engaging in cross cultural business communication. (2016)

SERVICES

Training & Knowledge Transfer Support

- Motivational and educational presentations in underserved communities to empower youth and women on social entrepreneurship and leadership
- Cultural protocol briefings for specific countries
- Oversight and administrative services for Public-Private Partnership projects

Media Relations & Promotion

- Develop and present news story angles to appropriate media
- Place stories in traditional & social media
- Secure client interviews with news media
- Produce and develop culturally-sensitive television and radio programs for global audiences

Trade Mission Management

- Organize and manage international trade missions, meetings, conferences, forums, seminars, and media/press events
- Manage international delegations
- Interpret foreign guidelines for delegations into strategic culturally-sensitive action plans to enhance understanding
- Provide creative and cross cultural guidance for mutually-beneficial education and business collaborations
- Support programs with access to foreign language translation services

RECENTLY PUBLISHED ARTICLES

- "Demographics and Race Reshape the Future" – *USC Center for Public Relations Relevance Report* – December 2016
- "Multicultural Education is a Must in a Globalized World" – 2011 *Presidency Key Brief* magazine (published in France)
- "How Do You Succeed in the New Economy? By Thinking and Going Global" – May 3, 2016
The Huffington Post: http://www.huffingtonpost.com/julia-a-wilson/how-do-you-succeed-in-the_b_9828888.html
- "Women Rising in Asia" – February 29, 2016 *SBAIC News:* <http://www.sbaic.org/women-rising-asia>