

PEDER HANSON

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Summary Master's trained marketing professional. Management experience. Expertise in **strategic marketing, cross-cultural communication and training.**

Skills

- Client Identification
- Competitive Positioning
- Forward Sales
- Market Research
- Online Advertising
- Product Development
- Project Management
- Capital Investment Analysis
- Social Media and Online Communications
- Website Design and Development
- Channel Marketing Strategy
- Communications Strategy
- Database Management
- Product Marketing
- Press Releases and White Papers
- Market Valuation
- Quantitative Analysis
- Vendor Relations
- Marketing Collateral Design and Development

Experience

- **Trainer**, Germanic-American Institute, St. Paul MN, 2008-Present
- **Trainer**, The Princeton Review, Minneapolis MN, 2005-Present
- **Communication and Technology Consultant**
Ya'axché Conservation Trust, Belize, 2009
- **Project Manager**, MarketCulture Strategies
Monterey CA, 2007-08
- **Project Manager**, Moss Landing Marine Labs
Monterey CA, 2007
- **Marketing Associate**, Language Line Associates
Monterey CA, 2005-07
- **Consultant**, Blue Line Power, Monterey CA, 2007
- **Foreign Personnel Supervisor**, Kid Castle Educational Corp.
Shanghai, 2003-04

Education

- **MBA**, Monterey Institute of International Studies, Monterey CA, 2007
- **BA** (Math, German), Saint Olaf College, Northfield MN, 2002

Associations

- **American Marketing Association** (Silicon Valley Chapter)
Vice President for Programming, 2007-08

Languages

- **English**, Native
- **German**, Fluent
- **Chinese**, Advanced
- **Spanish**, Basic

Hobbies Running, reading, travel, music.

References Available upon request.
