

ENTERING THE DRAGON: OPPORTUNITIES AND CHALLENGES FOR GLOBAL BUSINESS IN CHINA



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Brett W. Heimburger

DIRECTOR FOR ASIA-PACIFIC, GOED, UTAH

Brett W. Heimburger was appointed by Governor Jon Huntsman Jr. to be director for Asia-Pacific in the Governor's Office of Economic Development in 2005. Heimburger's focus includes business and diplomatic collaboration between Utah and Asia, and he works closely with public and private counterparts abroad to find partners for Utah companies, solicit foreign direct investment, and promote tourism. As a business executive with nineteen years of experience in a variety of industries, Heimburger has managed corporate business development, marketing and global strategy for large multinational firms, and lived and worked overseas numerous times, including seven years based in Asia. He previously managed strategic planning and mergers and acquisitions for Intuit in Asia and North America and worked for both Ameritech and Itochu

International Inc., developing global business projects throughout Asia, Europe, and the Americas. His civic service includes the Utah International Trade Commission, advisory boards of the Utah-Taihu Institute for Environmental Research, the Confucius Center at the University of Utah, and the Chinese Association for Science and Technology. He is an adjunct professor of international business at the Gore School of Business at Westminster College. Heimburger received a BA in international relations from Brigham Young University and an MBA from the J.L. Kellogg School of Management at Northwestern University. He speaks fluent Japanese, is an avid skier and tennis player, and enjoys hiking and mountain biking. Heimburger and his wife are the parents of two daughters and reside in Salt Lake City.