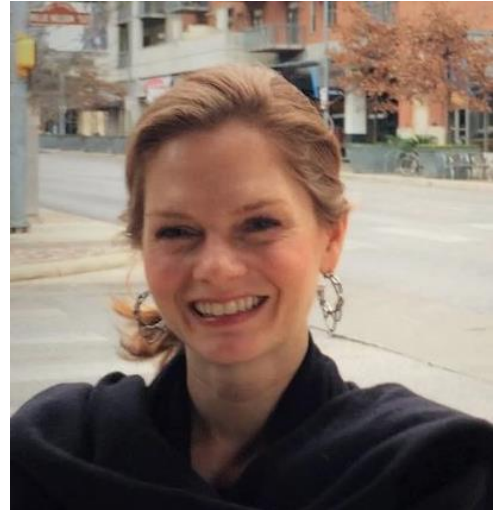


CASEY SMITH

**International Program Manager, Global
Business Expansion
City of Austin
Austin, TX**



Ms. Smith is the International Program Manager at the City of Austin Economic Development Department. She works within the Global Business Expansion Division and focuses on supporting local Austin businesses to expand into new markets and welcome international businesses to Austin. Ms. Smith has created new programming to support these initiatives such as Austin’s Global Entrepreneur Week, Alibaba Midnight Pitch Event, the Investor Peer-to-Peer Network and curated the Mayor’s Business & International Affairs Cabinet.

Additionally, she works to develop policies that improve economic opportunities for Austin business and residents such as the City’s first Investment Portfolio featuring an augmented reality app that showcases businesses and real estate investment opportunities that provide social benefit to the community. Her work developing outbound international business delegations for over 25 companies has resulted in < \$50m in new revenues to the city. She creates other avenues for engaging with the international business community through a collaboration between five local chambers of commerce called #ATXBound. This consortium has a mission of supporting local and international business opportunities; focusing work on two major events for the city – SXSW and Formula One.

In her personal time, Ms. Smith is an experienced entrepreneur with one pivotal failure as a startup clothing line and one success as the Founder & CEO of an educational company - Cooking Up Cultures. Cooking Up Cultures is an organization that teaches culture and language by way of cooking. Through this work she has developed extensive relationships within the immigrant, refugee, academic, social impact, and startup communities in Austin. Her work has been featured in national magazine Taste of Home; in local publications – Edible Austin, AustinWoman, and the Austin-American Statesman.

She is a Tech Ranch and UnLtd USA alum and Shafik Gabr Fellow. Ms. Smith holds a Bachelor of Business Administration from Texas A&M University Mays Business School. She has 15 years of professional experience in entrepreneurial and leadership roles across corporate, public and

nonprofit sectors with proficiency in business development, operational planning and workforce development.