



## **Del Christensen**

Del Christensen is Chief of Global Business Development for the Bay Area Council.

Del currently oversees the Council's trade and investment efforts in China, directing the development of Bay Area business in China through its offices in Shanghai and Hangzhou. Under his leadership, the China Initiative has become the fastest growing committee of members, has doubled its funding, and exceeded industry standards for registrations of companies into China. Building on the Bay Area Council's achievements, Del successfully negotiated three-year contracts with the Yangpu District Government of Shanghai and the Yuhang District Government in Hangzhou ensuring the Bay Area Council's growth and presence in China through 2016. The Council will open the California State Trade Office in China in 2013, with an official trade mission led by Governor Brown.

Since Del joined the Council in 2008 as Director of Membership, his role was quickly expanded. He championed several BAC priority initiatives in the areas of international trade, cloud computing, and cyber security. With Del at the helm, the Bay Area Council prospered during the worst economic downturn in history by showing an increase in membership from 2009 thru 2010.

In addition to his responsibility for membership development and membership services, he developed a leadership role in establishing working relationships with Fortune 500 companies, the State of California's Governor's Office, and government municipalities and districts in China.

Prior to joining the Bay Area Council, Del had a remarkable 20-year track record of extraordinary success in sales, business development and team leadership working for several Fortune 500 companies.