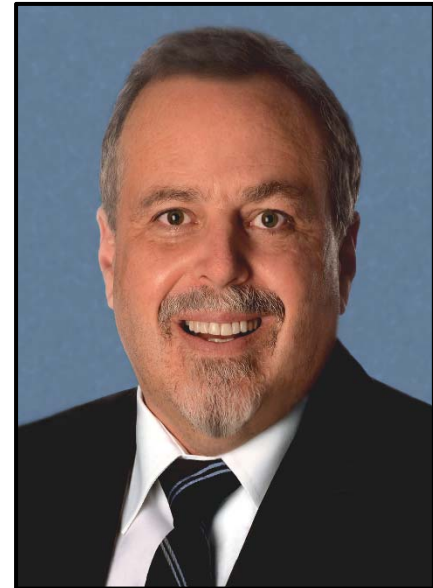


STUART FRIEDMAN BIO - GLOBAL CONTEXT CEO

If, as Shakespeare once wrote “All the World’s a Stage”, then to Stuart Friedman global business is the stage upon which any executive with the proper training, tools, perspective and behavior can be a star.

Friedman, a global cultures communications expert, has visited over 30 countries throughout his career in the high technology industry developing a passion for organizational behavior, travel and world cultures. In 2005, he founded Global Context to advise startups to C-Suite corporate executives on mastering cross-cultural challenges for quantifiable business results. Through Friedman’s innovative consulting, coaching, training and intercultural performance methodologies, clients are enlightened to the impact their behaviors have on business outcomes when interacting with those from other cultures.



In 2016, Friedman launched the Orator App Suite™, the first mobile apps to use real-time feedback from a live audience to improve a speaker’s presentation skills.

Prior to founding Global Context, Friedman held senior management positions in marketing, business development and sales with leading companies such as Texas Instruments, Intel and Honeywell. As vice president and general manager at Terayon Communication Systems, he was instrumental in the turnaround of an unprofitable product line into a \$100M profitable division, helping this public company become the second largest cable modem vendor in the world.

Friedman provides clients with best practices to use in successfully cultivating long-term relationships with internal and external cross-cultural partners. His innovative approach leverages the latest developments in brain science to benefit his clients. He believes that an understanding of cultural backgrounds is imperative for those in the business world since it can have a significant impact on productivity and ultimately profitability in today’s globalized economy.

Friedman successfully trained an engineering team at Sony on improving multicultural communication which immediately improved relationships with customers in Asia, Europe and North America, coached scientists and executives at Genentech on shaping and delivering critical presentations to be given at industry conferences, and has received accolades after working with executives at Apple, LinkedIn, Microsoft, Broadcom, Nissan, and Coldwell Banker among others.

A sought after speaker, Friedman presented a TEDx Talk, guest lectured at San Francisco State University, led workshops for IEEE’s Silicon Valley Chapter and spoke at the World Affairs Council. He served on the Board of Directors of Broadway By the Bay and has entertained audiences with his stand-up comedy. Friedman attended Carnegie Mellon University before graduating from Southern Methodist University with a bachelor’s degree in electrical engineering. Global Context is based in the San Francisco Bay Area where Friedman resides with his wife Robin.

For More Information Visit: Global Context: www.global-context.com || OratorPro: www.oratorpro.com
Or Contact: Debbie Bayes, ZB Group Inc. (609) 514-0966 || dbayes@zbgrouppinc.com