

## Dr. Basil J. Janavaras

**Dr. Basil Janavaras** is President/CEO of JAI, Inc., a global marketing management training and consulting firm ([www.janavaras.com](http://www.janavaras.com)) and a professor of International Business at Minnesota State University, Mankato (MSU). He is author of the *Global Marketing Management System* (published by Pearson Education, Inc., 1998), several articles and developed the *Global Marketing Management System* ([www.gmmso4.com](http://www.gmmso4.com)), the *Export Import Management System Online* ([www.eimso2.com](http://www.eimso2.com)) and is a co-developer of the Strategic Planning System (<http://planning-strategy.com>) software package. He is the founder and CEO of Janavaras Enterprises LLC ([www.JanavarasEnterprises.com](http://www.JanavarasEnterprises.com)), a US based company importing and distributing premium wines from Greece.

Dr. Janavaras spend 30 years assisting companies and academic institutions expand into global markets and established their presence and success abroad. He helped company managers develop a global orientation toward international business, and integrate global dimensions into their strategic plans.

The goal is to act locally and deliver globally sustainable and measurable results. He has lectured on international management and marketing topics worldwide from Austria, Canada, Taiwan, Greece, UK, to Russia.

### Areas of Experience

- Effective Global Strategic Planning
- Targeted Global Marketing Strategies
- Transforming Static Managerial Philosophies to Transnational Orientations and Actions

### Educational Credentials:

- Doctorate in International Business Management and Education from Northern Illinois Univ.
- Masters in Marketing and Management from the University of North Dakota.
- B. A. in Business Administration from Minot State Univ.

### Industry Experience:

- 5 Years at University of St. Thomas, St. Paul, MN International Business Studies Master of International Management Program Director.
- 6 Years Minnesota State University, Mankato International Business Institute Director.
- 17 Years of international business consulting and international training programs such as the International Business Executive Certificate Program. Some of the clients were: Honeywell, Shepell-fgi, Life Core Biomedical, Minnesota Trade Office, Minnesota World Trade Center, and National Bank of Greece.
- 12 Years of leading International Business Executive Certificate Programs. Some of the Participants were: 3M, ADC Telecommunications, Inc., Cargill, Carlson Learning Company, Chemstar, Coopers & Lybrand, L.L.P., Cortex, Cray Research, Cross Point Paper, DataCard Corp., Eaton, Ecolab, Fargo Electronics, Graco, Inc., H.B. Fuller Company, Hutchinson Tech, Land O'Lakes, Lion Precision, Lockheed Martin, Lynden Int'l, Malco Products Inc., Management Graphics, Mayo Medical Laboratories, Medtronic, Inc., Norwest Bank, Optical Sensors, The Pillsbury Company, Paine Northrup King Company, Possis Medical, Scimed Life System, St. Jude Medical, Telex Communications, Tennant Company, TLSystems Corp, Toro, and Unisys-EISG.