



VIRGINIA JOPLIN

CEO, Verbio



Why I volunteer for the Oregon District Export Council:

As a translator and owner of a multicultural marketing firm, I have unique insights into diverse industries in varied countries. I am a firm believer that we all succeed when we support each other. Participating in the Oregon DEC allows me to share international trade strategies and tactics with the local companies I advise.

My superpower in international business is:

Language and culture. Effective communication is critical for buyers and suppliers doing business together. My career and firm help businesses overcome the tripping hazards posed when people speak different languages and perceive the world in culturally distinct ways.

My favorite city: Avignon, France, will always feel like my "other home." I attended university there and have many sunny memories of soaking up life, language, and layers within layers of Provençal culture and history.

My favorite foreign language phrase: "¡Pura Vida!" Used as a greeting in response to "How are you?" or as an expression of hope, "Pura Vida" embodies a zest for life even in the face of challenges. I picked up this phrase when studying Spanish in Costa Rica many years ago. This phrase is resurfacing in my conversations with renewed vigor following a business trip back to Costa Rica.

Best global business book: "Kiss, Bow, and Shake Hands" by Terri Morrison and Wayne Conaway. This book is a classic in intercultural communications with its succinct chapters that offer historical insight into cultures and practical tips for navigating vastly different concepts of greetings, gifting, time, hierarchy, and more.

