



WILL FOX

President

Reynard Strategic Partners, LLC



Why I volunteer for the Oregon District Export Council: I feel a duty and obligation to support the growth of business in Oregon to create a sustainable environment for job growth for my children and grandchildren. There is a definite knowledge gap in the region about the opportunities to export products and services as well as the numerous state and federal programs available to assist companies. I feel that my experience with international markets can be an asset for the DEC.

My superpower in international business: Establishing and maintaining relationships with international distribution partners. There is a process and technique to finding strong partnerships that benefit both parties, and I've learned a lot from my own mistakes (and those of my peers) to do it the right way.

My worst faux pas: Easy! I was at a business dinner in France with some of our local sales and marketing team (and some VIP customers) and I was attempting to use some of my basic French. Instead of telling our server that I was finished with my plate, I promptly told him (to the comedic relief of the whole table) that "I am dead". I was known and "The Dead Fox" for the rest of the trip (but I made a lasting impression!).

My favorite city: Hands down Istanbul. The combination of history and culture coupled with some genuinely friendly people made this one of my favorite cities I have experienced.

Best sunset I've observed: 20 miles off the coast of Thailand, on a US Navy ship (USS New Orleans, LPH-11). I was deployed with a Navy Task Force and was standing watch on the flag bridge between midnight and 6:00 am and the perfect combination of the rising sun with some significant storm clouds. Never seen anything like it since.

