

# INTERNATIONAL ENTREPRENEURSHIP SUMMIT

## SCHEDULE

APRIL 16 | Noon - 1pm

Virtual (zoom)

### TOPIC:

## CAREERS IN INTERNATIONAL BUSINESS

### Panel Discussion

- Learn about careers in international business and hear the stories of experts on the field
- One-on-one opportunity to talk with three experts over zoom
- A chance to possibly jumpstart your international career

### HOSTED BY

**IOWA**

John Pappajohn  
Entrepreneurial Center  
Institute for International Business

## SPEAKERS



### Erin Johnson | Moderator

Associate Professor of Instruction of Management and Entrepreneurship at the University of Iowa Tippie College of Business



### Deborah Eicher | Panelist

Deborah Eicher, BBA '85 is an experienced leisure attraction & entertainment executive with over 20 years' experience having run companies as COO, Managing Director, Board of Director, Global Strategist, and Global Business Development Director across Europe, USA, Middle East, and Asia. Deborah Eicher runs a London-based global consultancy working with clients from around the world.



### Tanya Kopps | Panelist

Tanya Kopps, an Iowa grad (BBA 95) and CEO of Metro Italia since July 2018, comes from a notable international career. While originally from Chicago, she has developed her professional career in Europe within the METRO group. She was named CFO in MAKRO Spain in 2010, to which she soon added responsibility for Portugal, where she became CEO in 2015. Tanya is the first female CEO in Italy and this is a signal that further underlines how important diversity is for METRO.



### Catherine L Muth | Panelist

Catherine currently serves as Director and Commercial Officer at the U.S. Export Assistance Center in Des Moines, IA, overseeing trade promotion, advocacy, commercial diplomacy, and foreign direct investment activities across the state. Catherine started her career in Washington, DC, where she worked at the Embassy of the United Arab Emirates as a Senior Commercial Specialist. Before joining the government, Catherine worked at the Buffalo Niagara Manufacturing Alliance, where she was the Director of Workforce Development and Industry Liaison.



### Jason Knipper | Panelist

Jason leads a team of new product design engineers with responsibility for the Deere-Hitachi (joint venture) excavator product line. Deere has provided opportunities for him to travel and work in a number of international locations including Russia, China, Japan, Finland, France, and Mexico.