

Joel Reynoso

Joel Reynoso is a commercial officer based in Rio de Janeiro, Brazil, where he assists U.S. firms to export and find local business opportunities. Joel is responsible for a team of commercial specialists that have expertise in the sectors that coincide with the state's growth due to the fast-growing economy and upcoming World Cup and Olympic Games: safety and security, defense, construction, and education.

Prior to this position, he was the Director of the Northern New Jersey U.S. Export Assistance Center (USEAC) of the U.S. Department of Commerce, where he led a team of trade specialists to assist New Jersey firms to succeed in international markets through export counseling, seminars, and market research. His office focused on counseling firms in a number of industries, such as education, aerospace, manufacturing, food and beverage, and medical equipment. He was involved in expanding trade partnerships both in New Jersey and nationally.

While at the Northern New Jersey USEAC, Joel founded [Study New Jersey](#), a consortium of educational institutions that work together to increase the international student population to the state. For this initiative, he was recognized with a Director General's Award for Innovation. He advised firms extensively on e-commerce and how to use their website to increase international sales. In June 2010, he successfully organized a conference on the topic, recruiting speakers, such as Google, Fedex, and the U.S. Patent and Trademark Office. While on a temporary duty assignment in Bogota, Colombia, he assisted in coordinating a 100+ company trade mission from the state of Florida to do business in Colombia. Joel was also selected to be part of the Commerce Department's Executive Leadership Development Program.

Joel has been with the U.S. Department of Commerce since December 1999, when he began in the Office of Electronic Commerce in Washington, DC. By 2003, he was leading a team of IT professionals to create high-ranking local language versions of trade promotion websites to address foreign and U.S. clients interested in overseas markets. In 2006, he acted in the capacity of Senior Commercial Officer at the Embassy in Lisbon, Portugal, where he was responsible for managing 7 local staff and reported directly to the Ambassador.

Before joining the U.S. Department of Commerce, he worked for the U.S. Environmental Protection Agency and in the private sector with Telecommunications Management Group (TMG) and Merrill Lynch. Joel is a Certified Global Business Professional through NASBITE. He is an adjunct professor at Baruch College, and holds a Bachelor of Arts, Magna Cum Laude in History from Rutgers University and a Masters of Arts in International Affairs from the George Washington University. He speaks German and Spanish and is proficient in Portuguese and has lived in Portugal, Germany, and Washington, DC.