

Global Chamber San Francisco Announces NewComm Global CEO, Lucie Newcomb, as New Advisory Board Member

MOUNTAIN VIEW, CA – January 9, 2018-

The Global Chamber, a U.S.-based international business organization, has named a new member to serve on its Advisory Board. The Advisory Board, launched in November of 2016, consists of local Global Business professionals committed to helping the Chamber meet its goals for continued expansion and further contribution to the resources available to entrepreneurs and executives in the San Francisco Bay Area. Ms. Newcomb joins 12 existing distinguished Advisory Board members following a three-year period during which her company was a Global Chamber Collaboration Partner.

"I'm flattered to advise Global Chamber San Francisco on global strategy best practices for its members and provide insight about the unique global marketing, social intelligence and leadership challenges faced by startup and midrange technology, life sciences, educational, and nonprofit organizations within the San Francisco Bay Area in general and Silicon Valley in particular. It was our honor to begin our association as a collaboration partner and now it's my particular pleasure to apply my personal expertise and influence to further the goals of this exceptional organization. "

Lucie M. Newcomb, founder and President of The NewComm Global Group, Inc., has been opening markets and opportunities for market leaders, like Johnson & Johnson's LifeScan, and innovative former startups, such as Quote.com, for more than 15 years. Notably, Ms. Newcomb built a worldwide channel for IT market research and business intelligence leader, Frost & Sullivan, doubling Sales within 6 months. In addition, with over 10 years of global experience in most regional trading blocs, she has significant bench-strength in EMEA and Emerging Markets worldwide. Proficient across the marketing mix, she specializes in Global Marketing Strategy including Go-to-Market initiatives to pricing systems to foreign direct investment (FDI), digital marketing and thought leadership programs.

Hers was one of only 35 consultancies approved by the South African government for its productivity improvement program. She has also held a number of leadership roles, including Co-Founder with the United States Consul General of the Cape-American Business Council in Cape Town, South Africa. She has also been a contributing magazine columnist on global marketing and Internet topics.

Ms. Newcomb is a graduate of the University of California at Berkeley and earned her Master's degree in Leadership Studies from Saint Mary's College. She is also an accredited coach in the

Hall-Tonna Values Inventory, a recognized methodology for Leadership Development and Organizational Change and Transformation, and Leadership Practices Inventory (LPI).

The Global Chamber San Francisco Advisory Board members each bring extensive international experience and unique insights to help expand and improve its marketing service offerings designed for entrepreneurs and CEOs in midrange enterprises as well as leaders of entrepreneurial departments within large organizations.

"We believe that the vast global expertise and zeal shown by Ms. Newcomb will be invaluable as we build a scalable organization," noted a representative. "Ms. Newcomb will be a tremendous resource to our executive customers as they navigate the global business challenges associated with growth and becoming a successful business."

To learn more about the Global Chamber, please visit:

<https://www.globalchamber.org>.

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