

July 20, 2011
For Immediate Release

International Marketing Specialist Receives Global Business Professional Certification

The Northwest Pennsylvania Regional Planning and Development Commission would like to announce that Katarina Ishman, International Marketing Specialist, is now a NASBITE Certified Global Business Professional (CGBP). She received this certification from NASBITE International in June of this year.



Katarina Ishman

In her current role as International Marketing Specialist, Ishman provides assistance to small and medium-sized Pennsylvania companies interested in developing or expanding their export business opportunities. Katarina informs and counsels Pennsylvania companies on all aspects of exporting and promotes the resources and programs that are available to them.

The NASBITE CGBP provides a benchmark for competency in global commerce. The CGBP designation demonstrates an individual's ability to conduct global business including Global Business Management, Global Marketing, Supply Chain Management, and Trade Finance.

Dorte Heffernan, Manager of International Trade at the Northwest Commission stated, "The NASBITE CGBP certification confirms knowledge in international trade and assures that employees are able to practice global business at the professional level required in today's competitive environment. Our congratulations to Katarina for achieving this prestigious certification."

Established in 1967, the Northwest Commission is a regional resource for business and economic development as well as community development and planning. The non-profit agency is composed of a team of skilled professionals dedicated to sustaining economic vitality and growth in the northwest Pennsylvania region by fostering local, state, and federal partnerships across public and private sector lines.

The Northwest Commission provides programs such as business financing, government contracting, international marketing, grants, transportation, and technology assistance to eight counties in northwest Pennsylvania including: Clarion, Crawford, Erie, Forest, Lawrence, Mercer, Venango, and Warren.