



Ricardo Vanella

Teams: International, International Business, Strategic Communications

Expertise Areas

- International Business Development
- Strategic Positioning, Marketing, and Branding
- Strategic Communications and Citizen Diplomacy
- Latin America
- Fluent in French, Italian, Portuguese, and Spanish

Professional Experience

Mr. Vanella delivers more than 30 years of expertise in advising global corporations, institutions, and NGOs on business development, marketing, communications, and international engagement. He is an experienced speaker, speechwriter, author, and T.V. and radio producer and presenter.

Prior to joining The SPECTRUM Group, Mr. Vanella served supported diverse projects funded by the United Nations, European Union, U.S. Department of Commerce, USAID, and Inter-American Development Bank. As a Board Member of GLOBAL TIES U.S., he facilitated partnerships between 94 global councils and the U.S. Department of State's International Visitor Leadership Program (IVLP). Previously, he founded and was president of the Argentine-American Network for Leadership (REAL), an association of Argentine IVLP participants of which he is now Advisory Board Chairman. Mr. Vanella was previously the Director of Clase Ejecutiva, a twice-weekly Argentine radio and TV show focused on politics and economics in a geo-strategic context. Under his leadership, it became the first ISO 9001-certified TV and radio show worldwide.

In addition to his work at The SPECTRUM Group, Mr. Vanella serves on the boards and in the executive leadership of several professional member organizations, including as: Board Member, American Club of Buenos Aires; Member, Cultural Vistas Alumni Council; Board Member, Inter-American Defense College (IADC) Foundation; President, Inter-American Network of Alumni Associations (IANAmericas); and Executive Director, Buenos Aires, The Global Chamber. He is a graduate of both the Strategy and Defense Policy Program at the William J. Perry Center for Hemispheric Defense Studies, National Defense University and the U.S. Department of State's International Visitor Leadership Program.

Key Positions

- Director, Clase Ejecutiva
- Board Member, GLOBAL TIES U.S.

Education

- L.L.M., Universidad Nacional de Cordoba (Cordoba, Argentina)
- M.B.A., SDA Bocconi (Milan, Italy)

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