



# Center of Excellence for Global Business Development

**We offer creative people the network of services they need to turn good ideas into great new products.**

## *Who we are*

Center of Excellence for Global Business Development (COE) is a pioneering new business that provides strategic planning, marketing and operational expertise, financial consulting, R&D, and manufacturing contacts to jumpstart emerging sustainable consumer products and commercial innovations.

We are located in Portland, Oregon, a city that is known for its deep creative culture and extensive talent pool and that is quickly becoming a hotbed for the \$209 billion health and sustainability market as well as the epicenter for the \$50 billion sports industry. Designers and entrepreneurs who leave their jobs at Portland's sportswear brands (Nike, Adidas, and Columbia) are ready to branch out and turn innovative ideas into new products and businesses. Leveraging and supporting their talent and fueling the global growth of their new brands are what COE is all about.

Founded in 2007, COE is built on a unique business model—one designed to foster creativity, localize access to global resources, and facilitate commercialization by bringing together key stakeholders. These include:

- Emerging consumer product companies, needing access to a network of specific tools, resources and contacts.
- Domestic design and brand firms, optimizing costs by sharing resources—including offshore product-development, engineering and manufacturing expenses.
- Foreign production companies, seeking exposure to U.S. designers and U.S. markets.
- The State of Oregon, facilitating the creation of new jobs and trade and business opportunities.
- Educational Institutions (Portland State University, Art Institute of Portland, Pacific Northwest College of the Arts), encouraging students' participation in a growing industry through internships and hands-on experience.
- Innovative commercial technology firms, requiring access to capital, financial and operational services.



## Location and services

**We carry out our mission in the City rooted in sustainability.**

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COE is headquartered in a newly remodeled, 10,000-square-foot business environment within one of downtown Portland's classic historical buildings—featuring original exposed brick walls, 21-foot ceilings and an open architectural style. The facility offers a reception area, materials resource library, technical design center, meeting/ showcasing facilities, and executive offices and work spaces.

### *Services Provided Through Network Membership*

COE offers its services through a membership program. Relationships are customized to meet members' needs, from initial concept stage through product delivery. Participants' benefits include access to:

- Design services and innovative materials sourcing
- Foreign production and manufacturing partnerships
- Planning, management and marketing strategies
- Customs processes navigation
- Government policy and regulation expertise
- Financial consulting and capital
- Visibility for the sector and firms
- Inspirational showrooms and executive offices.

### *Other Services*

**On-Site Representation:** Our state-of-the-art facilities are available to development, engineering and production firms for showcasing products and services.

**On-Site Tenancy:** Our 18 office spaces are available to startups, free lancers, designers, design firms, product developers, engineers and satellite offices of small to medium sized brands and international firms developing sustainable consumer products and commercial innovations.



## Company leadership

**Together, William Weinstein and Associates have over 100 years of relevant business experience.**

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### **William Weinstein**

#### Founder

For more than 25 years, William Weinstein has managed strategic planning and business development for startup organizations in a variety of industries. He has a B.A. and an M.B.A. from the University of Georgia in Athens and has seven years' experience working in local, state and federal government. He is passionate about expanding Portland's influence and business leadership and offering his innovation, entrepreneurship and global perspective to the city of Portland, State of Oregon and the Northwest Region of the United States.

### **David Williams**

#### Associate

David Williams has over 18 years of branded, business management and product creation experience. His past roles include GM of AND1 Brand, VP of Footwear, AND1, Ryka & Triple 5 Soul, Principal of Tripod, a Lego licensee and inventor of multiple patented and patent pending innovations. His experience also includes; Nike Tennis Business director, Nike Basketball Product marketing/ design director and Nike Accessory Sales management. He is passionate about brand positioning, strategic planning, business development, supply chain / process analysis/improvement, and product creation.

### **Rick Soberanis**

#### Associate

Rick Soberanis is an accomplished GM with twenty five years of Sales, Marketing and Business Development experience in building global brands at Kraft Foods, Levi Strauss, & Nautilus. Strong acumen for new business development (including start-ups), with leadership roles in two major sales channel expansions at Kraft and strategic brand introductions at Levi Strauss & Nautilus. Adept at strategic planning, organizational/ process design/ development, multi-channel management and new product development. Visionary leader with the innate ability to adapt and succeed, using a combination of strategic rigor and thought leadership to deliver breakthrough business results.

### **TC Dale**

#### Associate

TC Dale has over 25 years of successful sales and marketing management experience in a variety of capacities, and is the founder of InterLink Marketing Group, an independent management consultancy firm specializing in the development and communication of business and marketing strategies to drive growth. Formerly Director of North America Marketing for Avaya, Ms. Dale was responsible for marketing products and services through a multi-tiered distribution network. Her extensive business development background includes numerous early stage and established companies. Ms. Dale received an MBA in the Management of Innovation and Technology from Portland State University, a BS in Communications from the University of Oregon, is an active member of the PSU faculty and the Evergreen School District Foundation Board.



## Media contacts & images

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### **William Weinstein**

Founder

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## Endorsements

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The COE team has been a tremendous resource for Speedo as we are developing new and innovative products. Their team has a wealth of expertise in the areas of design, product development, materials and process management, which is enabling Speedo to introduce more compelling footwear to the market.

*Brad Gebhard, Senior Vice President  
Speedo Hardgoods and Footwear*

The Art Institute of Portland is the professional training ground for apparel and footwear design, apparel product development, and fashion marketing. It is of utmost importance that our students be able to observe professional practices and business models. Through the internship programs provided by the COE, our students will get hands-on experience to enter the market with confidence. The Art Institute of Portland is grateful to partner with the COE to promote the growth of our future industry professionals.

*Sue Bonde, Director of Apparel Design  
The Art Institute of Portland*

Innovation and Entrepreneurship are cornerstones of a successful economy. Oregon has benefited from strong leadership in the sports apparel and footwear market. The Center of Excellence is a next step in assisting companies that are poised to build on that leadership and expertise. The collaboration that the COE brings to our community will support innovators and entrepreneurs who will further build economic opportunity in Oregon.

*Bruce Starr, Senator  
State of Oregon*

The COE is a much-needed solution for Oregon's Entrepreneurs to gain credibility - a launching pad for those seeking professional advice and direction in the sports footwear and apparel/design industry. Finally, Portland has a place where talented professionals can work in a collaborative environment 'for the good of the whole'.

*Brad Christiansen, Vice President  
Colliers International*

One of the most crucial aspects of entrepreneurial ideas becoming reality is the presence of sound advice, access to must have information, and a platform for execution. The Center of Excellence located in the epicenter of the athletic/outdoor footwear, apparel and accessory industry will serve as an ideal platform facilitating the transformation of product concept and business ambition into reality. The S Group is proud to be associated with the COE in the continued quest for strengthening our Industry in the Pacific Northwest.

*Gary Peck, President  
The S Group, Inc*



The COE is uniquely positioned to capitalize on a “perfect storm” brewing for the worldwide sports footwear and apparel industry. Pacific Northwest footwear and apparel designers and companies are being given an entirely new palette of “whole cloth” to work with. Material science, driven primarily by nano science, will result in footwear & apparel performance and functionality impossible just a few years ago. The COE is not ahead of its time -- it is in exactly the right place at exactly the right time and will become a magnet for venture capital from across the United States and abroad.

*Don Prohaska, Venture Capital Consultant  
Boston, MA*

The COE is an extremely versatile resource center with a range of business skills and industry resources unique to the Northwest. As an Industrial designer who works with a wide variety of brands around the world I have only scratched the surface of the COE's capabilities and I look forward to years of collaboration with the COE team.

*Charles Roth  
360 DESIGN*

Oregon has become a recognized center for the sports footwear and apparel industry. The COE will ultimately be identified as a catalyst for business and leadership innovation, strategy formulation, and educational connection within the region. PSU is pleased to be a strategic partner with the COE for the benefit of the industry and the region.

*Scott Dawson, Dean  
School of Business Administration  
Portland State University*