



Randal Long, M.S.B.A, CGBP

Randal.long@cui.edu ; Randalmlong@mac.com

Randal Long founded SME Development Associates in 2009, providing professional advisory services to Small and Medium-sized Enterprises who desire profitable growth of their businesses by expanding to markets and customers outside the U.S.A.

Prior to launching his professional advisory practice, Long served as Vice President and Chief International Development Officer for an industry-leading international franchise company. For more than 15 of the nearly 30 years Mr. Long enjoyed with that organization, he developed and supported the company's brand and business model outside the U.S.A.

Randal Long has on-the-ground business experience in 30 countries, and has visited another dozen. Having a global perspective in life, his personal passions include multicultural integration and

His executive role with the franchise company took him to most of Latin America, much of Asia, and to India, the Middle East, and Europe.

Appointed, as are all District Export Council members, by the U.S. Secretary of Commerce, Long is serving his 3rd consecutive 4-year term on the Southern California Regional District Export Council, currently as Chairman: Partnership and Outreach Committee.

Mr. Long is the Lead Consultant at the California Center for International Trade Development (CITD), located at the Rancho Santiago Community College District building in Santa Ana, California.

Long is an Adjunct Faculty Member at Concordia University – Master's of Arts in International Studies Program, and is also on the Adjunct Faculty at Santa Ana College – Global Business & Entrepreneurship Department.

Engaged by the Irvine Chamber of Commerce as Global Markets Advisor, Randal is host of the *Global Market Intelligence Webinar Series* co-sponsored by the Irvine Chamber of Commerce, the U.S. Commercial Service, the Small Business Administration of the United States, and the District Export Council of Southern California.

Mr. Long is accredited as a Certified Global Business Professional, holds a BA in Interdisciplinary Studies, an MBA in Management, and has more than three decades of experience advising individual and family-owned enterprises (SMEs) in planning, organizing, directing, and controlling business operations.

Randal was born in Colorado, currently lives in Laguna Niguel, Orange County, CA, and is a proud father and grandfather. Having climbed more than half of the 14,000 ft. peaks in Colorado, and enjoyed countless days on creeks, streams, and rivers fly fishing for trout, Long looks forward to guiding his grandchildren in to mountain wilderness.