

## Meet Our Trade Winds Team



**Chettha Saetia** joined CMAA as the Director of the Small Business Development Center (<https://www.chinesemutualaid.org/illinois-sbdc>) which is the only Asian American-led SBDC in the state of Illinois. Born and raised in Thailand, Chettha moved to northern Illinois as a teen to study at Lake Forest Academy in Lake Forest, IL. He then earned his business degree at Syracuse University, and after graduating, began his journey as an entrepreneur.

Chettha founded McKlein Company LLC, an international luggage and leather goods company which now became a woman and minority-owned business based in the Chicagoland area, in 1998. During his tenure he led several aspects of business operations, including sales, marketing, finance, product design, and project management. While at McKlein, Chettha obtained multiple domestic and international patents in the United States, Canada, Europe and Japan; developed 2500+ products distributed worldwide; received the CES International Innovation Award (2009) and PPAI Award (2006 and 2008). The SBA Emerging Leaders Chicago recognized Chettha as a Chicago Emerging Leader in 2018.

Chettha also served under (DITP) Department of International Trade Promotion as Thai-US Ambassador to help develop and teach Thai businesses on how to do business with the United States of America for 3 years (2016, 2017, 2018).

A dynamic Leader, Inventor and Entrepreneur, Chettha is here to support up-and-coming entrepreneurs and business owners to develop, launch and scale their business ideas. He is bilingual (Thai/English) and culturally competent with demonstrated success working in senior management, manufacturing, eCommerce, retail management, consumer products, fashion design and private label industries. Intensive commitment to improvement and innovative approaches to development, with key skills in domestic and international contract negotiation, lean operational management, sales, UX design, eCommerce strategy, multichannel expert, marketing, market research, creative direction, diversity management, domestic and international product sourcing, Product Development, and Design, and overall Business Management.

Chettha lives in Oak Park with his wife and kids; volunteers with the Frank Lloyd Wright Trust and the Park District of Oak Park; and loves playing soccer, the outdoors, camping and photography.



**John Dwyer** is the founder and managing director of Peregrine Management International (<https://www.peregrine-management.com/>), a management advisory firm located in Hanoi. Peregrine provides Vietnam market entry advice, as well as advisory and training services relating to supply chain and manufacturing operations. John is an active member in AmCham and is the founder and chair of AmCham Hanoi's Supply Chain & Manufacturing Committee.

Prior to founding Peregrine Management International, John worked at Polaris Inc., an American global specialty vehicle manufacturer. John moved to Vietnam to establish Polaris's subsidiary factory in Vinh Phuc province, where he then served as General Director. During his time at Polaris, John held several management roles in strategic sourcing, new product introduction, and project management. Before joining Polaris, John spent ten years at Caterpillar, Inc., in a variety strategic sourcing and Six Sigma roles.

John holds a Bachelor of Science degree in International Business (Asian Studies Minor) from Bradley University and a Master of Business Administration from the Carlson School of Management at the University of Minnesota. In addition to Vietnam, John has previously lived in Tokyo, Japan, and Shanghai, China. John lives in Hanoi with his wife Haruko and three young children.



**Sarath Menon** is the Managing Director of Orissa International Pte Ltd (<https://www.orissa-international.com/>), a market entry consultancy firm headquartered in Singapore with offices in Malaysia, Thailand, Indonesia, Vietnam and the Philippines. Since 1997, Orissa International has been providing a range of market entry services to companies from around the world that want to grow their business in Southeast Asia. Orissa International is also the in-market trade consultant in Southeast Asia for the Illinois Department of Commerce.

Prior to founding the company, Mr. Menon was the Country Director of the US-Asia Environmental Partnership (USAEP) program in Singapore, a USAID-funded program that focused on trade development, regulatory policy and business facilitation within the environmental industry in Southeast Asia. His achievements in the USAEP program were recognized in 1997 when he received the Distinguished Service Award from the US Government for his work in promoting the exports of American products and services to Asia.

Mr. Menon is an active member of the Singapore business community. He has conducted export strategy workshops organized by Enterprise Singapore, the Singapore Government export promotion agency. He has served as a member of the Board of Governors of the American Chamber of Commerce, and he was also Co-Chair of the Entrepreneur Committee within the chamber, which was active in helping its SME members. He is also a past President of the American States & Ports Association (ASPA), a grouping of US states and ports with a presence in Southeast Asia.



**Jim Ryan** has been an International Trade Specialist at Bradley's Illinois SBDC International Trade Center (<https://www.bradley.edu/academic/colleges/fcba/centers/turner/centers/sbdcitc/>) and taught international business at the business school since 2008. He has UK and US law degrees and a diploma from the Institute on International and Comparative Law at Oxford University, England. He lived in Southeast Asia for over a decade where he taught at colleges in Singapore and Malaysia and worked for San Jose-based technology firms in contract management and international business development across the Pacific Rim. While working at a law firm in Malaysia, he launched an import/export venture that he expanded to include retail in Kuala Lumpur and Miami.

At the Illinois SBDC ITC, Jim enjoys focusing on Asian trade issues, including involvement in study abroads to Asia, as the coordinator for the Foster College of Business Global Scholars Program; co-leading a trade mission to Indonesia with the US Commercial Service; heading the university's international student recruitment efforts in Indonesia and Vietnam; and he is currently the program director for the SEA Change project funded by a US Department of Education BIE grant to increase US exports to Southeast Asia.