Wayne Batwin has 40 years of experience in international food and agriculture marketing and market development, research and policy development. Clients in the last few years include the Napa Valley Vintners association, a Napa-based wine company and a food and agriculture export association based in the Midwest and East. Mr. Batwin is also a consultant to Sacramento-based California Center, which is involved with the Culinary Institute of America in the China market.

He is retired from the Foreign Agriculture Service of USDA, where from 2006 to 2010 he was the Director of the Agricultural Trade Office at the U.S. Consulate in Shanghai, China. While there, U.S. agricultural exports to China increased from $7.7 billion to $19.4 billion. He managed the market development, market access and trade capacity building work of the office, which covered the East China region. The ATO is focused on assisting U.S. exporters involved in the food, wine, fisheries and forest products industries. Before arriving in Shanghai in 2006, Mr. Batwin was team leader of the International Strategic Marketing Group and manager of processed foods analysis for the Foreign Agricultural Service in Washington, DC.

Previously, Mr. Batwin spent many years as a consultant in international strategy and marketing for food and beverage companies and trade associations around the world. He worked extensively in Mexico and Latin America, helping companies identify distributors in markets or assisting in finding joint venture partners. He also started and managed two food importing companies in the U.S., selling to supermarkets, retailers, distributors and the food service industry.

Mr. Batwin holds a BA and Masters degree from the University of California at Berkeley.