



Mr. Joshua Halpern

- Creator, Author - [Culture Agents](#)
- Founder, Chairman of the [Grow Big Initiative](#), part of the [Getting to Global Initiative](#)
- The [VanBassador](#)

Joshua Halpern has led GTM efforts for U.S. companies going abroad and major Asia-based martech and e-commerce tech platforms entering the U.S. He is the CEO of Getting to Global, Inc. and is [The VanBassador](#), driving social commerce content and conversion for some of the fastest growing DTC and B2B brands in the U.S. and Latin America.

Mr. Halpern continues to Chair the Getting to Global's [Grow Big Initiative](#), a public/private partnership to empower SMEs to sell more across multiple channels and geographies. The initiative is an official partner of the U.S. Department of Commerce's International Trade Administration and the Small Business Administration and sponsored by service providers including Avalara, Digital River, Amazon, FedEx, Payoneer, Channel Engine, Dubai South, Alba Wheels Up and more. Alumni of these programs include Lime Crime, Roland Sands, REVOLVE, Paris Hilton Skincare, MVMT, Califia Farms, Stone Coat Countertops and more. Josh continues to consult C-suite execs on global digital trade strategies in product verticals ranging from advanced transportation technology to celebrity beauty, health, branded agriculture and outdoor lifestyle.

Mr. Halpern is a former U.S. Commercial Service Officer representing the U.S. retail apparel, auto, marine and cosmetics industry in China where he worked closely with hundreds of brands including Estee Lauder, Tiffany & Co., Burton, Mattel, Airstream, Harley Davidson, Revolve, Bobby Brown and Rag & Bone. Following his role in China, the International Trade Administration asked Mr. Halpern to launch the eCommerce Innovation Lab for the U.S. Department of Commerce to help U.S. consumer brands sell directly to consumers through e-commerce sales channels.

Mr. Halpern holds a B.F.A. from New York University's Tisch School of the Arts, an MBA from INSEAD and an EMBA from Tsinghua University. He speaks Spanish and Chinese.

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