From the nuts-and-bolts of export documentation to global brand strategy, Pete Healy has helped American companies across a range of industries plan, launch, and build their international sales.

After living in Sapporo, Japan for several years, Pete’s interest shifted from a potential career in music to international business, starting with his introduction of wine coolers into the Japanese market in the early 1980s. From there Pete gained expertise in the international freight forwarding industry before turning his attention to creating new export markets for companies such as Fetzer Wines, Lindsay Olives, and the Jelly Belly Candy Company. Pete has helped FedEx and other companies strengthen their skills in doing business across cultures, and has taught seminars and classes on international marketing, sales, and operations for UNZ & Company, UC Berkeley, and Northern Kentucky University (where he also obtained his MBA in 2010). Overall, Pete’s career has encompassed both consumer and B-to-B brands, and he has worked on both the “client side” and “agency side” of the table. Pete’s consultancy, Summit3997, specializes in helping senior executives who are ready to strengthen their business and brand strategies.

A native Californian, Pete has lived in Northern Kentucky since 2005 with his wife Pauline and their two Long-Haired Chihuahuas, Peeps and Petunia.

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