

**GLOBAL CONSULTING**  
**Russell J. Froneberger**  
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*"It's better to lose money than trust."*



Russ Froneberger is President of Global Consulting, a consulting firm headquartered in Bluffton, South Carolina, USA. Global Consulting also has a London, United Kingdom office.

Froneberger has over forty years of multinational finance and corporate marketing experience. He spent five years with Manufacturers Hanover Trust (now part of Morgan Chase Bank), New York. He also worked for nineteen years with South Carolina National Bank, Columbia, where he was Senior Vice President of marketing and multinational corporate development. Froneberger has been selected by two governors of South Carolina to co-chair private-sector committees established to monitor the State's international strategic marketing plan. He helped organize and participated in several governor-led trade and investment missions to several European capitals and financial centers.

Froneberger has lectured on economic development, international finance and trade at the University of South Carolina College of Business Administration and the Colgate-Darden School, University of Virginia. He has also conducted numerous interactive workshops, in the U.S. and Europe, on marketing, entrepreneurial activities, economic development and, more recently, the UK Brexit issue.

Global Consulting's recent client list includes: Agencia de Innovación y Desarrollo de Andalucía (Spain); AGIT (Germany); BW-I (Germany); Canton of Zurich (Switzerland); CzechInvest (Czech Republic); Enterprise Estonia (Estonia); EURADA (Belgium); Greater Zurich Area (Switzerland); International Business Wales (UK); IGAPE (Galicia, Spain); Invest in Cornwall (UK); Jyväskylä Regional Development Agency (Finland); Invest Languedoc-Roussillon (France); NRW Invest (Germany); SPI+ (Belgium); SPIRIT (Slovenia); UKTI (UK); and, Umea Innovation (Sweden).

*Investment goes where it knows it's wanted and stays where it's well treated.*

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