

## **Roger S. Cohen**

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Seasoned professional accomplished in organization and business management, government contracting and grant proposal writing, business planning, domestic and international business development, marketing and distribution, financing and budgeting, counseling and training. Has developed new business in hundreds of products in dozens of countries. Responsible for bringing the self-adhesive postage stamp to the United States.

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### **PROFESSIONAL EXPERIENCE**

#### **COHEN INTERNATIONAL, NYACK, N.Y.**

##### **President. 1991 – Present.**

Provide multi-client consulting services in business development, marketing, government contracting, technical writing and training. Serve worldwide markets, with particular expertise in China and Japan. A special client is the NJ Small Business Development Centers. Recent activities include:

- Developed numerous client Small Business Innovation Research (SBIR) proposals and obtained government funding from DOD, NIH, NASA, Homeland Security, EPA, Agriculture and other agencies.

- Provide regular training and teaching in the SBIR/STTR programs, and other government contract matters, in public and private venues.

- Assisted in establishment of NJSBDC FAST SBIR/STTR program. Screened and selected consultants.

- Developed and wrote proposal for industrial company to obtain federal homeland security funding through a government contract. Managed proposal team of twenty persons.

- Member of Boards for organizations in four universities, colleges and government agencies.

- Wrote business plan for tool inventor, established company and obtained angel investment. Brought product to market, and arranged for national sales and distribution in venues such as Home Depot.

- Develop business plans for small Japanese businesses, and bring products to market, through unique relationship with Osaka (Japan) Prefectural Government. Placed consumer products into national distribution in stores such as Barnes and Noble.

- Arranged a major marketing mission for the economic development arm of a state government to a major metropolitan area. Created business opportunities with site consultants, real estate firms and foreign consulates general.

- Presented training classes in China and Japan during trade missions, including: "The Entrepreneurial Spirit" (Beijing, China); "Marketing and Sales for New International Ventures" (Qingdao, China); and "Cracking Modern Markets" (Tokyo, Japan).

- Provided training and counseling to the Federal Laboratories Consortium on developing business with private sector technology companies, and establishing venture-backed firms.

- Developed a business expansion plan for a high technology company in New England. Provided training on government contracting and SBIR. Located government contracting opportunities.

- Developed an export business plan for a US industrial company, arranged \$100-million line of credit, and started exports of their products.

**NJ SMALL BUSINESS DEVELOPMENT CENTERS, NEWARK, N.J.****Lead International Trade Consultant. NJSBDC International Trade Program. 1998 – Present.**

Design, deliver and administer NJSBDC's statewide International Trade program in accordance with annual budget: provide counseling and training (over 2000 clients to date) on business issues including sales, marketing, business plans and financing; design and deliver over 14 annual workshops and conferences, including 7-session International Market Entry course; coordinate with eleven NJSBDC regional offices; maintain records on clients, training and budget. Develop relationships with outside organizations to cosponsor and fund programs. Maintain relationships with banks and SBA to facilitate financing for clients.

**SBIR and Commercialization Consultant. Technology Commercialization Center. 2002 – Present.**

Provided counseling and proposal development services for TCC's SBIR clients. Develop and deliver training programs to client organizations including UMDNJ and Rutgers University. Assisted in developing the TCC's SBIR consultant network by reviewing applications, developing an evaluation tool, and scoring the applications.

**NJSBDC Business Consultant, Counselor, Trainer. 1993 – Present.**

Counseled and trained thousands of clients in business issues including sales, marketing, business plans, financing, start-up, government contracting and ecommerce. Assignments include:

Government Contracting, Lead Consultant. 1993 – Present.

Kean University Center, Lead Consultant. 1995 – Present.

Technology Help Desk, Lead Consultant. 1998 – 2000.

New Brunswick Incubator. 1999 – 2000.

Rutgers University Center. 1995 – 2000.

Middlesex Office, Consulting Acting Director. 2000 – 2001 (four months).

**Consulting Financial Manager, NJSBDC Headquarters. 1998 – 1999.**

Provided accounting, bookkeeping and budget services while Associate Director of Management position was vacant from 6/98 – 3/99. Assisted with developing and submitting annual proposal and budget to SBA.

**Chairman, Statewide Advisory Board, NJSBDC. 2001, 2002. Board Member. 1998 – Present.**

Called on NJ Congressional delegation in Washington, DC. Provided testimony at NJ Assembly hearings.

**KOMORI CORPORATION, TOKYO, JAPAN AND NEW YORK, N.Y.****United States Manager, Corporate Planning and Development. 1987 – 1991.**

Performed strategic planning services in the United States for the Tokyo headquarters of this leading printing press manufacturer. Acted as lead representative in mergers and acquisitions. Managed due diligence program and team of 40 professionals. Produced and managed public relations program. Headed \$1-billion "U.S. Factory Project," including site location feasibility study covering 16 states.

**U.S. Representative Manager, Currency Printing Machinery Division. 1987 – 1991.**

Developed markets and sold the company's currency printing machinery to the U.S. Department of Treasury and private sector customers. Managed proposal teams including engineers, attorneys and accountants to produce \$50-million proposals to U.S. government agencies.

**NICHIMEN AMERICA, INC., NEW YORK, N.Y. (NOW SOJITZ CORPORATION)****Business Development Associate. 1984 – 1987.**

Developed international trade for a \$65-billion Japanese trading house. Initiated and developed the project that created United States self-adhesive postage stamps. Established the first exports of US specialty papers to Japan. Established sales of automotive electronics to Detroit's Big Three. Supervised construction and establishment of a joint venture factory among Coke, Pepsi and 7-Up, and implemented license agreements. Represented Japan's Ministry of Finance to U.S. Department of Treasury.

**Marketing and Sales Assistant. 1981 – 1984.**

Formulated international and domestic marketing and sales plans. Sold machinery, electronics and industrial goods. Managed product warehousing. Performed market research and competitive analysis. Managed banking and letters of credit.

**EDUCATION AND CERTIFICATIONS**

Cornell University, Ithaca, N.Y. Bachelor of Science, 1978. Planning and Policy.

New York University, New York, N.Y. Executive Business Management Certificate, 1988.

Tokyo University, Tokyo, Japan. Certified Master of International Business, 1990.

National Institutes of Health; U.S. Department of Defense; NJSBDC, Greenwood Associates. SBIR Proposal Development Training Programs. 2002, 2003, 2004, 2005, 2006.

**Software:**

Microsoft Corporation, Redmond, WA. Microsoft Certified Professional, No. 2176. 1993 – 2002.

Certified in Office, Word, Excel, PowerPoint, Works, Macintosh OS 6.x, 7.x, 8.x and 9.x.

Proficient in Mac OS 10.x.; Windows XP, 2000, 98.

Proficient in a variety of graphics applications, Grants.gov, HTML basic coding.

**AFFILIATIONS AND ACCOMPLISHMENTS**

Member of the Board of Directors, NEXCO, New York, N.Y. 2000 – Present.

Chairman, Statewide Advisory Board, NJ Small Business Development Centers – NJSBDC. 2001, 2002. Board Member. 1998 – Present.

Member of NJ District Export Counsel, U.S. Department of Commerce. 1999 – Present.

Chairman, International Trade Committee, Union County (NJ) Chamber of Commerce. 1995 – 1996.

**Publications and Citations:**

*MacNewsWorld*. "The Case of Grants.gov." 4/28/08.

*Entrepreneur Magazine*. "Playing by the Government's Rules: Don't be Scared by Government Regulations." March 2007.

*The New York Times*. "Making a Toast Without Dropping One's Guard." 12/16/03.

*The Wall Street Journal*. "Japanese Acquisitions in the United States." 4/15/02.

*F&F International*. "Basic Business in Japan." 1/01.

*Federal Procurement Update*. "Mexican Opportunities: Getting Your Foot in the Door." 9/15/00.

*Yahoo Business*. "Doing Business Abroad." 5/28/99.

*Business News New Jersey*. "Business Consultants Prepare for Y2K." 7/20/98.