

# GEORGE ASSAD, MBA

SENIOR STRATEGIC ADVISOR | GOVERNMENT & CORPORATE RESTRUCTURING | MARKET ACCESS

(347) 410-1501

[georgejassad@gmail.com](mailto:georgejassad@gmail.com)

[linkedin.com/in/georgeassad](https://www.linkedin.com/in/georgeassad)

Allentown, PA 18104

## EXECUTIVE PROFILE

Senior strategic advisor on government restructuring, asset recovery, and multinational transactions across the U.S., Asia, the Gulf, and Europe. Advised economies from **\$22B to \$215B** on reform and diversification. Led a **\$160B** U.S. government asset recovery, cutting legal costs 90%. Resolved a **\$100B real estate negotiation** in six weeks, saving \$10M+. Principal at a Washington DC advisory **firm of 50+ former senior U.S. federal officials**.

## CORE COMPETENCIES

Corporate & Economic Policy • Corporate, Financial & Debt Restructuring • Crisis & Turnaround Management  
Mergers, Divestments & Joint Ventures • Asset Management & Recovery • Private Equity & Capital Markets  
Business Development & Market Access • Regulatory & Policy Compliance • Corporate Governance & Board Advisory  
International Negotiations & Mediation • Digital & Economic Transformation • Stakeholder & Government Relations

## PROFESSIONAL EXPERIENCE

### Principal & Senior Project Advisor

2000 – Present

**Global Business Access, Ltd. (GBA)** | Washington DC advisory firm of 50+ former senior U.S. federal officials; specializing in strategy, intelligence, security, mediation & market access

- Serve as principal advisor to governments and multinationals on economic restructuring, privatization, and market entry strategy across the *U.S., Gulf, Asia, and Europe*.
- Selected as **sole advisor to a Gulf government on a \$190B** economic diversification and privatization initiative — restructuring state-owned enterprises and advising on regulatory reform.
- Advised senior officials on **\$215B Economy Recovery** efforts in Indonesia during the Asian financial crisis, on banking system restructuring, policy development, and macroeconomic stabilization.
- Co-led development of a China subsidiary for a top-tier U.S. bank with \$150B in assets — navigating regulatory approvals and cross-border operational structure.
- Approached to negotiate a partnership framework with the European Central Bank to advance global economic stability initiatives.
- Selected as Special **Advisor to a \$22B economy** restructuring engagement coordinated via the Pentagon; later chosen to advise a separate \$190B economy.
- Oversaw \$20M fundraising as Director of World Energy Forum for events in China and UAE, growing attendance to 1,400+. Secured \$1M in sponsorships as Director of World Water Organization for a UN event.
- Expanded firm reach through strategic partnerships with leading media and law firms, deepening collaboration across policy, legal, and financial sectors.
- Served as Chairman, Advisory Council: Energy & Water Institute of New York. Co-host: Capital Markets Live on Business Talk Radio.

### Senior Project Analyst

1990s

**Delta International** | Multinational development and technology transfer firm

- Advised multinational CEO on development strategy & technology transfer negotiations across the **Gulf & Southeast Asia**.
- Negotiated and restructured joint ventures and MOUs for a **\$100B real estate development** spanning 1.5 million acres in Southeast Asia — resolving three years of stalled contract negotiations within **six weeks, saving \$10M+ in legal fees** and earning the confidence of senior government officials.
- Restructured a joint venture investment in a **Gulf/European oil and energy pipeline**, aligning cross-border stakeholders and protecting capital interests.

### Oversight Asset Specialist / Reviewer-in-Charge / Policy Compliance Advisor

**FDIC / Resolution Trust Corporation** | U.S. federal agency — government bailout recovery & regulatory affairs

- Recruited as **first hire of a new restructuring team that scaled to 600 staff** — built the operational foundation and asset review infrastructure from the ground up.

- Led the Northeast Office in a **\$160B recovery** of a federal government bailout, overseeing 3,000+ real estate proposals with a **99.99% Board approval rate**.
- Launched the asset management division of a \$3.5B bank; served 7 years as Board Advisor.
- Executed \$500M in asset restructurings, reducing operating costs by 80% and legal fees by 90%.
- Grew healthcare asset portfolio value by 600%+ over four years. Oversaw a \$120M urban redevelopment debt/equity swap, saving \$20M+ in legal fees.
- Supervised operational policy and compliance performance across 16 companies totaling \$4B in assets and up to 300 staff.
- Received **two FDIC Awards**: recognized for forming two new departments and performance beyond the call of duty.

## Managing Director & Co-Founder

2005 – 2016

### Tsunami Hospital Foundation | Nonprofit — \$10M healthcare infrastructure recovery initiative

- Co-founded with former UN Chief of Treaty Section to fund crisis recovery healthcare infrastructure in post-tsunami Asia through public-private partnerships.
- Established a nonprofit to fund construction of a university research hospital, an Infectious Diseases Institute focused on water-borne disease prevention, and a Global Nutrition Center — serving a \$24B Sri Lankan economy.
- Spearheaded the BLUE Campaign to implement sustainable water solutions across affected regions.
- Raised private sector funds through collaboration with global industries, governments, and media, including high-profile events at the Museum of Modern Art, NYC.
- **Participated in the Forbes Innovation in Healthcare Forum (2008)**, focusing on accessibility, affordability, and effectiveness of global health systems. Represented organization at NASDAQ Closing Bell for Health, Food & Nutrition sectors.

## EDUCATION

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**MBA in Finance (Honors)** — Thunderbird School of Global Management, Phoenix, AZ

*Ranked #1 Master's in International Business for 22 consecutive years*

**B.A. in Computer Science & Finance (Honors)** — Pennsylvania State University

## CREDENTIALS & AFFILIATIONS

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- U.S. Department of State Foreign Service Officer Exam — passed (top 20% pass rate)
  - DoD / Pentagon Top Security Clearance — issued March 2003
  - Free Trade Agreement of the Americas — invitee, 7 consecutive years
  - U.S.–Bahrain Free Trade Agreement Advisory Committee
  - C-3 Summit (Davos of Healthcare) — Invitee; World Peace & Security Organization; United Korea Advisory Council
  - Professional Development: Temple University, Penn State, Bank Administration Institute — 240+ hours in investments, financing, law & appraisal. French – Basic

## SELECT MEDIA & PANEL CONTRIBUTIONS

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*Fox News | Wall Street Letter | Agence-France de Presse | Institutional Investor Conference | Al-Hurra TV | India Post | Korea Times & Korean Daily | WFMZ | US Business Roundtable | Co-Host: Capital Markets Live on Business Talk Radio*

*DLA Piper NYC — Moderated Sovereign Funds at Middle East Leaders Forum; Panelist at Private Equity Leaders Forum | The Economist / EIU Business Roundtable 'State of the Global Economy', NYC | **FORBES CEO Innovation in Healthcare Forum (2008)**, Exclusive Invitee 30 participants | World Bank / IMF Conference Arm — Moderator: Global Capital Markets, Power Project Finance, Water Supply & Treatment, CEO/Finance Ministers Summit | AGRION: Energy & Water – Rockefeller Center.*