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**ASG WELCOMES BETSY COOPER, KENNETH HYATT,  
JAMES SWAN, AND UZRA ZEYA AS SENIOR ADVISORS**

*Expanding the firm's technology, Africa, Europe, and Latin America offerings*

OCTOBER 2, 2018 (Washington, DC) – [Albright Stonebridge Group](#) (ASG) announces the appointments of Betsy Cooper, Kenneth Hyatt, James Swan, and Uzra Zeya as Senior Advisors. These four new advisors join ASG's global team of over 180 country and sectoral experts whose insights help clients navigate, expand, and succeed in international markets.

"ASG continues to grow by bringing the highest caliber people with depth and range to work for our clients," said James O'Brien, ASG Vice Chair. "Betsy, Ken, Jim, and Uzra's deep knowledge base and their extensive and fresh networks will help our clients in the technology sector, on negotiations and investments, on governance issues, and in a broad range of countries around the world."

The new ASG Senior Advisors:

[Betsy Cooper](#), based in the San Francisco Bay Area, draws on her extensive background in technology to advise ASG's technology clients on operational and strategic initiatives as they plan growth and engagement in international markets. She joins ASG after serving as Executive Director of the UC Berkeley Center for Long-Term Cybersecurity. Previously, she served at the U.S. Department of Homeland Security as an attorney advisor and policy counselor.

[Kenneth Hyatt](#) has joined ASG to advise clients on complex negotiations, trade, and investment matters after serving in the U.S. Department of Commerce as Acting Under Secretary and Deputy Under Secretary for International Trade. At Commerce, he led the International Trade Administration (ITA), which identifies and resolves market access issues, among other responsibilities. In this role, he worked with U.S. companies to help them achieve their international objectives and engaged with a variety of foreign governments on the development and implementation of trade and investment policies.

[James Swan](#), based in Nairobi, serves ASG clients in Africa following a distinguished career in the U.S. Foreign Service working in and with countries facing complex political transitions. His diplomatic career included serving as U.S. ambassador to both the Democratic Republic of the Congo and Djibouti, as Special Representative for Somalia, and as Deputy Assistant Secretary of State for African Affairs. Ambassador Swan held additional diplomatic assignments in Cameroon, the Democratic Republic of the Congo, Haiti, Nicaragua, and Somalia.

[Uzra Zeya](#) draws on over two decades of diplomatic and advocacy experience to serve ASG's clients as they navigate international markets. Her extensive international experience includes serving as Chargé d'Affaires and Deputy Chief of Mission at the U.S. Embassy in Paris, as Acting Assistant Secretary and Principal Deputy Assistant Secretary in the U.S. Department of State's Bureau of Democracy, Human Rights, and Labor, and postings in India, Egypt, Oman, and Syria, among other countries.

*Albright Stonebridge Group (ASG) is the premier global strategy and commercial diplomacy firm. We help clients understand and successfully navigate the intersection of public, private, and social sectors in international markets. ASG's worldwide team has served clients in more than 110 countries. To learn more, visit [albrightstonebridge.com](http://albrightstonebridge.com).*

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