



**Nick Verderico,
Business Development Manager, Latin America
for The J.M. Smucker Company**

Smucker, located in Orrville, Ohio, is a leading marketer and manufacturer of consumer food and beverage products and pet food and pet snacks in North America. As a Business Development Manager, Nick is responsible for sales and marketing in Spanish Caribbean (Puerto Rico & Dominican Republic), Northern Mexico, and Central & South America. He graduated from The University of Akron in 2007 with a Bachelor of Arts, Spanish and a Bachelor of Science Business Administration/International Business and in 2011 with a Master of Business Administration, Management. In high school, Nick travelled with a group of Hudson High School students on a tour of Spain. As an undergraduate, Nick spent a semester abroad at La Universidad de Alcalá in Alcalá de Henares, Spain and at Yonsei University in Wonju, South Korea.

Nick shows how **Performance + Proficiency not only = Possibilities, but Reality**. His message is not only what his Reality is as the Smuckers Business Development Manager, but how what you do in your classroom can inspire your students to help them be successful, gainfully employed and a 21st century global citizen. He is the "poster child" of what world language teachers envision for their students' futures. Come be inspired by his observations and life.



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