



Edward Retta

Principal of *Cross Culture Communications, Ltd.*

Global business, cross-cultural solutions leader

Edward Retta combines a lifetime of international experience, a bi-cultural childhood and a professional education to help people from different cultures achieve their goals and work together effectively. Retta has delivered cross cultural solutions in over 50 countries. He has served leading global enterprises, government agencies and the military/defense. He trains janitors, maids, CEOs, rocket scientists and generals. Retta uses a proprietary model of global cultures and a segmentation tool for U.S. Hispanic markets, to decipher and decode the software of the mind.

Onboard the *MV Logos II*, under a British NGO, Retta was the Chief Learning Officer deployed to Europe, Eastern Europe, Africa and South America. He co-founded Cross Culture Communications in 1994. Edward has been designated a NAFTA Professional Consultant by the Canadian government. He is a co-founder of the Latino Cultural Center in Dallas, Texas. As Chairman of the Board for Global North Texas (GNTx), he was awarded for Outstanding Leadership and Outstanding Programming. At GNTx he hosted and led 37 VIP delegations for the US Department of State, including 17 from the Arab/Muslim, Middle East. Retta was selected by the AJC for the *Hispanic American National Leaders' Seminar* in Israel and the West Bank. He was honored as a 'New Hispanic Leader' by *Al Dia* newspaper and is a signee of the Evangelical Immigration Table.

Retta studied aircraft mechanics. He later graduated from Texas A&M University, in Psychology and Business Management, where he also studied Air Science in the US Air Force Reserve Officer's Training Corps. Edward earned an honors masters degree in cross cultural ministry at Dallas Theological Seminary, with research completed at Oxford University in England. He completed *International Leadership School* in Wales, UK. Retta marched in the Aggie Band and sings in his church choir.

Latin America

Hispanic/Latino USA

Arab/Muslim Middle East

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