



**For Immediate Release**  
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### **Bridge360 CEO Brenda Hall Named to National District Export Council Steering Committee**

AUSTIN – The United States District Export Council (DEC) recently named Austin international business leader Brenda Hall, CEO of Bridge360, to its National Steering Committee.

The mission of the District Export Councils is to contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach. The National Steering Committee, together with the regional DEC executive committees, government leaders, and international trade experts work with the membership to create an annual strategic plan to build consensus on important legislative issues that involve all members in mission fulfillment.

Hall is recognized for her expertise in international business throughout Texas and the U.S. She is a past Chairman for the Camino Real District Export Council for the State of Texas and is past chair of the International Center of Austin. Her position on the steering committee will focus on addressing electronic communications issues and coordination of national DEC Website.

Hall is a frequent speaker on international business, especially focused on taking software into international markets including China.

#### **About Bridge360**

Bridge360 makes software applications, products and IT systems work in any country in the world. Bridge360 reduces business risks and costs by applying software development, translation and project management expertise to all phases of the software life cycle. Bridge360 is a pioneer of Virgil™, a globalization methodology certification that is the basis for knowledge transfer with clients.

The Bridge360 customer base ranges from mid-sized companies to world technology leaders, spanning industries from automotive to Wi-Fi to fast food. Founded originally in 2001 as Austin Test, Inc., Bridge360 is headquartered in Austin, Texas with operations in cities throughout China. For more information, visit [www.bridge360.com](http://www.bridge360.com).

#### **About The District Export Councils**

District Export Councils (DECs) are organizations of leaders from the local business community, appointed by successive Secretaries of Commerce, whose knowledge of international business provides a source of professional advice for local firms. For more than 30 years, DECs have served the United States by assisting companies in their local

communities export, thus promoting U.S. economic growth and creating new and higher-paying jobs for their communities.

Closely affiliated with the U.S. Commercial Service's U.S. Export Assistance Centers, the 56 DEC's combine the energies of more than 1,500 exporters and private and public export service providers throughout the United States. DEC members volunteer their time to sponsor and participate in numerous trade promotion activities, as well as to supply specialized expertise to small and medium-sized businesses that are interested in exporting.

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