

Bruce Hirsh

**Assistant U.S. Trade Representative for Japan, Korea, and APEC**

Bruce Hirsh is responsible for developing and implementing U.S. trade policy toward Japan, Korea, and the Asia Pacific Economic Cooperation (APEC) forum. Before returning to USTR in this role in September 2014, Mr. Hirsh was Chief International Trade Counsel for the U.S. Senate Committee on Finance, where he served as Chairman Max Baucus's principal advisor on international trade and economic matters and advised Members of the Committee and the Democratic Caucus on these issues.

Mr. Hirsh previously held various positions over 14 years at USTR in Washington, DC and Geneva, Switzerland. As Deputy Assistant USTR for WTO and Multilateral Affairs, he was lead negotiator for the United States in the Doha Round trade facilitation negotiations. He also served as Chief Counsel for Dispute Settlement and Legal Advisor to the U.S. Mission to the WTO. Before joining USTR in 1998, Mr. Hirsh practiced law in Washington, DC and Tokyo, Japan. He is a graduate of Brown University and Stanford Law School.