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Bruce Hirsh is the founder and principal of Tailwind Global Strategies LLC, which advises on international trade policy matters. Mr. Hirsh has served in various positions at the Senate Finance Committee and the Office of the U.S. Trade Representative and has extensive experience negotiating a broad range of trade agreements and issues in bilateral, regional, and multilateral settings in the Far East and Europe.

Among other roles, Mr. Hirsh served as Assistant U.S. Trade Representative for Japan, Korea, and APEC in the Obama Administration and as Chief International Trade Counsel for the U.S. Senate Committee on Finance. He negotiated the Baucus-Camp trade promotion authority legislation and was lead U.S. negotiator for the World Trade Organization Trade Facilitation Agreement. Earlier in his career, he was USTR's Chief Counsel for Dispute Settlement and Legal Advisor to the U.S. Mission to the WTO in Geneva, Switzerland.

Mr. Hirsh also has practiced law in Washington, DC and Tokyo, Japan. He is a graduate of Brown University and Stanford Law School.