



Dr. Florin Mihoc, Fulbright Scholar in Residence at Whitworth University's School of Global Commerce and Management in Spokane, WA, visited area institutions March 9 - 10, 2015 as part of Bluefield State College's Windows on the World Lecture Series. Pete Sternloff of Bluefield, West Virginia, hosted Dr. Mihoc in his home.

Dr. Mihoc discussed "Business in an Eastern European Context – Evidence from Romania" with students of Professor Darrel Malamisura's International Business and with students enrolled in Professor Michele Cofer's course on Principles of Marketing.

Dr. Mihoc shared insights about "Romania - The land of choice" with students, teachers, and administrators of Montcalm High School.

Dr. Mihoc also addressed Dr. Steve Bourne's students of business strategy about doing business in Europe.

Dr. Florin Mihoc holds a Ph.D. from Bucharest University of Economic Studies, with a focus on strategic/global account management and relationship marketing and has extensive experience in the Fortune 500 business sector. He has been responsible or involved in the initiation, coordination and joint effort of multi-tasking global teams that served key industries, namely, high-tech, telecom, automotive, life sciences, services, AAA & A, FG & LG, energy and logistics, Government, and the military. His top organizational customers have included the US Government., GE, GM, Delphi Packard, Boeing, IBM, Siemens, Continental, Flextronics, Celestica, Philips Medical, RIM, Fairchild, On-Semi, Takata Petri, KSS, Ford, BMW, Mercedes-Benz, Autoliv, Honeywell, AlcatelLucent, Intel, LVMH, Huawei, Amazon, Roche, Abbott, Apple, and Google.

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