



UNITED STATES DEPARTMENT OF COMMERCE
The Under Secretary for International Trade
Washington, D.C. 20230

August 19th, 2011

Dear Ro:

Thank you for your two years of leadership as the Deputy Assistant Secretary for the U.S. & Foreign Commercial Service, a unit of the International Trade Administration. Under your leadership and support of our 108 offices domestically, we are on track to meet President's National Export Initiative goal of doubling exports by 2014. Nationally, exports grew nearly 17% in 2010, and they are on pace to grow by about the same in 2011. The Department of Commerce's domestic offices have helped play a critical role in helping increase American exports.

We appreciate your support of a metrics-based approach, which despite budget shortfalls, helped ITA's Commercial Service meet and even exceed the expected export success goals both in 2010 and 2011. Your simplification and standardization of reporting requirements, and insistence that results be measured, helped bring efficiency and accountability to the agency.

I particularly appreciated your bottom up leadership style in boosting the morale of the Commercial Service. I know trade specialists across the country looked forward to your visiting their offices and listening to their concerns. I heard time and again from our trade specialists about your strong ability to deliver a message and your genuine regard for their perspective and contributions.

Most importantly, I appreciate your advocacy for American manufacturing both in your role at Commerce and, as a principal, at the White House Business Council. You had the privilege of having a ground level view of the most inspiring American manufacturers around the nation. Your sharing their stories with us and articulating their needs and concerns made a difference to this Administration.

In closing, I commend you for your success in leading an important agency during challenging economic times. The Department of Commerce's domestic offices helped increase American exports and create jobs. You rendered a valuable service to our country.

Sincerely,

Francisco Sánchez

