



## Sobel, Clifford M.

Former US Ambassador to Brazil

Ambassador Sobel's career has been noteworthy for its diversity in both the public and private sectors. He has served as Ambassador to the Netherlands and Brazil, spanning both the Bush and Obama Administrations. In the private sector he has been an entrepreneur – manager, as well as President and Chairman of a technology company which was listed on the NASDAQ. He has served on a NYSE Board as well as not for profit boards.

Today, after serving as Ambassador to Brazil, he has been invited and has joined the Advisory Boards to the American Military Commander of Europe and NATO, as well as the Command for American Forces for Central and South America. Clifford M. Sobel served as United States Ambassador to the Federative Republic of Brazil from July 2006 to August 2009.

As Ambassador led the growing partnership between the United States and Brazil by reaching out to the federal, state and municipal governments, the legislature, as well as the business and NGO communities. Under Ambassador Sobel's leadership, new bilateral initiatives included the MOU on Biofuels, the CEO Forum, co-chaired by the President's Office of Brazil and the United States, new aviation agreements, and the re-establishment of bilateral military talks.

Ambassador Sobel, with the American corporate sector, started Mais Unidos, a corporate social responsibility initiative which brings together over 100 U.S. companies, and a new law enforcement program called Projecto Pontes, which established cooperation between U.S. government law enforcement agencies and federal and local law enforcement officials in Brazil. Ambassador Sobel has received award recognition for contributions to bilateral relations from Brazil's Ministry of Defense, as well as the governments of Minas Gerais, Pernambuco and Sergipe. In May 2009 Ambassador Sobel and the CEO of Petrobras were recognized with the Man of the Year Award by the Brazil-American Chamber.

Ambassador Sobel also served as the 62nd Ambassador to the Kingdom of the Netherlands from 2001 to 2005. During that time he worked with the Netherlands on the first joint European-American conference on 21st century innovation and negotiated a cooperative HIV/AIDS program in Africa. One of the priorities of the Embassy post 9-11 was the implementation of the Trade and Travel Security Program. The Netherlands was the first country to sign the Container Security Initiative with the United States and to implement new travel security programs at its ports and airports. In 2004 he was named the Netherlands' personality of the year by the Information and Communication Technologies (ICT) sectors for his contribution to the high tech community (for developing and leading the largest trade mission from any country to Silicon Valley).

Ambassador Sobel's career has included significant business, community and philanthropic service. After serving in the Netherlands, Ambassador Sobel was on the Board of Directors of AEGON Insurance (NYSE AEG) and Alpinvest, one of the largest global private equity funds. He also served on the Advisory Committee to the American Military Commander for Europe, Africa and NATO, and The Millennium Promise Board of Directors, a not for profit organization supporting the United Nation's Millennium goals in Africa.

Prior to becoming U.S. Ambassador, he was President and then Chairman of Net2Phone (NASDAQ NTOP), at that time the largest provider of Internet telephone service; Chairman and President of SJJ Investment Corporation and CMS Realty Company, where he was responsible for investment decisions in a wide variety of areas; He was Chairman of the Sobel Family Foundation, which contributes to numerous charities, including those supporting children in need. From 1985 to 1991 he was a founder and board member of Norrcrown Bank and in the 1970s and 80s he founded and was CEO and later became Chairman of companies importing, exporting and manufacturing.

By Presidential appointment, Clifford Sobel served on the U.S. Holocaust Memorial Council, as well as The Naval Post Graduate School Board in Monterey California. He served on the boards of public policy think tanks, including Lexington Institute, Business Executives for National Security (BENS) and Chaired the Alexis de Tocqueville Institution.

Ambassador Sobel attended the University of Vermont and graduated with honors from New York University's Stern Business School. In 1999, he was awarded an honorary Doctorate of Law degree from Kean University, New Jersey, in recognition of his public service contribution.

Ambassador Sobel and his wife, Barbara, have three children: Scott, Jon and Julie. His hobbies include skiing, biking, golf, tennis and art.