



Brett Parry, Immediate Past President 2023

Brett served as President Elect in 2020, and as President of SIETAR USA in 2021-2022. Prior to serving in those roles, he was the Communications Director for SIETAR USA.

Brett's early professional background was in the mining and engineering field in his native Australia, before moving into the business of retail franchising. In 2000, Brett moved to the USA to pursue international franchise opportunities. Shortly after arriving, Brett also began consulting to Australian companies wishing to expand into the North American market, many times in collaboration with the Australian Trade Commission. It was this shift that brought him to recognize the importance of cross-cultural knowledge and understanding. Brett soon expanded his business to include Asian and European clients, offering further real-world learning opportunities in navigating cultural differences. Brett has been certified by a number of cultural learning organizations to deliver their programs in support of global mobility and cultural competency. He currently delivers these programs globally in support of executives and employees of some of the world's largest corporations.

