Bella Heule
President/ CEO
San Diego World Trade Center

Named President and CEO of the San Diego World Trade Center (SDWTC) in February 2002, Bella Heule brings more than 15 years experience in international business to her position. As President and CEO, Bella is responsible for strategic planning, fundraising, business development and overall management.

SDWTC is dedicated to developing and expanding international trade and commerce opportunities for the San Diego region. A licensee of the largest international trade association in the world with 750,000 members, the World
Trade Centers Association, SDWTC provides education, advocacy, research and trade leads with pre-qualified international partners.

Bella began her career almost 20 years ago managing imports/ exports for a small company located in Switzerland. Fluent in four languages, she worked in the medical device and banking industries while living in Switzerland. Since that time, Bella has worked as export manager and international sales representative for US-based companies. In May 1999, Bella took on her first not-for-profit management position as Executive Vice President for the World Trade Center Association Los Angeles-Long Beach.

Bella serves as a board member of San Diego Workforce Partnership, Japan Society of San Diego and Tijuana, and the worldwide organization of the World Trade Centers Association. She is also a member of the Rotary Club.

Bella received her degree from the Neuchâtel Business College in Switzerland and holds professional certification as a Global Logistics Specialists from California State University Long Beach.

SDWTC was established in 1994 to serve the growing needs of San Diego businesses providing comprehensive international trade services and key global contacts to facilitate and expand trade for regional worldwide clients.