



Marie Betts-Johnson

INTERNATIONAL PROTOCOL INSTITUTE OF CALIFORNIA®

Marie Betts-Johnson is founder and President of the ***International Protocol Institute of California®***. Originally, from Tipperary, Ireland, she is an internationally recognized consultant, speaker and columnist and has been a regular guest on KUSI TV, Channel 9, San Diego and Fox TV, Channel 5, San Diego.

Her experience and hands-on expertise have enabled her to develop hundreds of customized training programs for top U.S. corporations including ***United Nations, New York, IBM, Gucci Timepieces, Sony Corporation, Johnson & Johnson, W-D 40 Company, Pfizer inc., U.S. Postal Service, Toyota / Lexus, Carlsbad, Toyota Corporate Offices, The Rady School of Management, University of California, San Diego, University of California, Riverside, University of San Diego, Deloitte & Touch, LLC., The Thomas Jefferson School of Law and the International Bankers' Association of California.***

Based in San Diego since 1989, Ms. Betts-Johnson provides seminars on:

- ***International Business Protocol***
- ***Diplomatic Protocol***
- ***Cross-Cultural Understanding for International Business***
- ***International Dining Diplomacy***
- ***The Art of Building Rapport and Long-Term Business Relationships***
- ***Hosting International Guests and Dignitaries***
- ***Corporate Protocol for the Business Professional***
- ***Office and Customer Service Protocol***
- ***Executive Dining Etiquette***

She has presented programs for the **United Nations Resident Coordinators**, who represent the Attorney General in their host countries. This program entailed identifying the multi-layered complexities of successful interactions with Monarchies, Heads of State and Civil Society. The program included culturally-appropriate leadership skills, which are essential to successfully execute the mandates of the United Nations in their respective countries.

Ms. Betts-Johnson was the Protocol Coordinator for the **Washington Diplomatic Corps**, during their visit to San Diego in 1996.

She served four years on the staff of the late **King Hussein and Queen Noor of Jordan**. This experience gave her the opportunity to meet and interact with royalty and dignitaries from all over the world, some of whom were Prince Charles, the Late Princess Diana of Wales, King Juan Carlos and Queen Sofia of Spain and United States Secretary of State, George Schultz. She then went on to hone her protocol expertise and has developed the most extensive business protocol and international protocol programs available.

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