

Robert Roche is an entrepreneur, attorney and investor who has lived in Japan and China for more than 25 years. He moved with his family to Shanghai in 2004. He founded and is director of Acorn International, China's largest infomercial company with over 2,000 employees, which listed on the NYSE (ATV) in 2007. He also founded and is chairman of Oak Lawn Marketing, the largest infomercial company in Japan with over 750 employees, of which a 51% stake was sold to NTT Docomo, Japan's largest mobile phone operator. After arriving in Shanghai, Robert pointed his entrepreneurship towards the green sector and co-founded URBN Hotel, the first carbon neutral hotel in China.

Mr. Roche is also the Chairman of the American Chamber of Commerce in Shanghai Board of Governors and a member of the board of the US Pavilion at the 2010 Shanghai World Expo. He was a member of the Shanghai American School Board of Trustees for two years and a board member of the Nagoya International School.

Additionally, Robert was one of three non-US based members of President Obama's National Finance Committee and is a Member of the Board of the Harvard Public Diplomacy Collaborative Initiative. He is fluent in Japanese and has intermediate-level competency in Mandarin Chinese.