

BRIAN B. SU

U.S.-ASIA STRATEGY · CROSS-BORDER RISK · GEOPOLITICS
BILINGUAL SPEAKER & LECTURER

Founder & President, *Artisan Business Group, Inc.*

Independent Director & Compensation Committee Chair, *NASDAQ: HTCO*

Springfield, Illinois | Languages: English · Mandarin



BRIAN B. SU

苏丰原

17 YEARS
of U.S.-Asia
cross-border practice

ABOUT



Seventeen years advising boards, family offices, and mid-market companies on the deals, audits, and family transitions that play out between the United States and Asia. Not a policy commentator — a practitioner. Bilingual, U.S.-citizen, with the rare combination of regulatory fluency, cultural translation, and operator instinct that mid-market and HNW audiences' trust.

What sets Brian apart is the vantage point. He works from Springfield, Illinois — not New York, not Washington, not Shanghai — and advises companies the way they actually operate: mid-market, multi-jurisdictional, allergic to consultant-speak, and more interested in what to do Monday morning than in another panel on great-power competition.

Not a policy commentator. A practitioner. Seventeen years advising on the deals, audits, filings, and family transitions that play out between the United States and Asia — most of them confidential, all of them ending in someone's wire transfer, board vote, audit response, or visa stamp.

THREE SIGNATURE TALKS

01

After the Thaw: Re-Engaging China Without Repeating the Last Decade's Mistakes

Audience: Corporate boards, C-suite, investment committees ·

Format: Keynote 45–60 min, or closed board briefing 90 min

As U.S.-China relations enter a calmer phase, companies are asking whether to re-engage, expand exposure, or maintain distance. The most dangerous reading is that this is a return to 2015. This session gives decision-makers a practical framework: which businesses to restart, which to keep at arm's length, and which to walk away from — illustrated with anonymized client cases from the last 24 months.

02

The New Compliance Map: Sanctions, Export Controls, and Cross-Border Risk After 2025

Audience: General Counsel, compliance teams, CFOs, private fund compliance committees

Format: Half-day workshop or 90-min executive briefing

OFAC secondary sanctions expansion, BIS Entity List iterations, U.S. outbound investment screening, and PRC counter-sanctions rules now intersect at every cross-border transaction. A single deal can simultaneously trigger five jurisdictions. This workshop translates the compliance map into operating decisions: contract clauses to add, counterparties to re-screen, supply chain audits to commission, and reporting structures to redesign.

03

Wealth, Identity, and Mobility: Cross-Border Planning for High-Net-Worth Asian Families

Audience: Multi-family offices, private banks, trust & estate attorneys, Mandarin private wealth events

Format: Keynote, panel, or client-only private session (bilingual if needed)

First-generation HNW Chinese families are making forty-year decisions: where wealth lives, where the next generation studies, which passports the family holds, how trusts are structured across U.S./Asia/offshore. This session is built for the advisors serving these families — covering EB-5, EB-1A, NIW, L-1, and J-1 strategy alongside cross-border tax, FATCA/CRS, and identity-planning frameworks.

VARIANT TALKS FOR SPECIALIZED AUDIENCES

The three signature talks adapt for specialized audiences without re-development. Most common variants:

PEER GROUPS & CHAMBERS

Practitioner cases adapted for CEO peer groups (Vistage, YPO, EO), regional chambers, and family-business forums. The view from the boardroom, not the compliance department.

INDUSTRY TRADE ASSOCIATIONS

Reading China's policy signals — sector-specific application of the New Compliance Map, customizable for semiconductor, agriculture, pharma, or manufacturing audiences.

BUSINESS SCHOOLS & ASIAN STUDIES

For MBA programs, executive-education cohorts, and Asian Studies departments — guest lectures and classroom sessions. Seventeen years of cross-border practice brought into the academic frame.

ENGAGEMENT FORMATS & FEES

Keynote (45–60 min)	from \$7,000
Executive Roundtable (90 min)	from \$7,000
Half-Day Workshop	from \$10,000
Confidential Board Briefing	quoted by scope
Panel or Moderation	quoted by scope
Multi-day / Asia Client Tours	custom quote

Reduced fees available for accredited universities and 501(c)(3) nonprofits — please inquire.

SELECTED PAST ENGAGEMENTS

Singapore investor and family office forums · EB-5 industry conferences · MBA and Executive Education programs · NASDAQ board briefings · Multi-family office committee sessions · U.S.–Asia policy roundtables

AI Era Cross-Border E-Commerce and Logistics Forum, City of Industry, CA — March 2026.

Audiences: 30 to 500.

PODCAST GUEST *Geopolitics and U.S.–China business shows — hosts welcome to inquire.*