

Jerry Haar

There are two sides to Jerry Haar. There's the man who enjoys novels by Tom Robbins, good cigars, Mahler symphonies, California wines, Sephardic cuisine, Robert Talbot ties, the "South Park" TV show and his household's three cats. Then there's the academic fascinated by global business.



Since leaving Washington, D.C., and moving to Miami 21 years ago, Jerry has pursued a varied career in business, government and,

now, academia. His research and consulting activities focus on international business, the subject he teaches at Florida International University's College of Business Administration and the topic of his *WORLD CITY* opinion piece (*see page 41*). Jerry is also associate director of FIU's Knight Ridder Center for Excellence in Management and an adjunct senior research associate at the Wharton School of the University of Pennsylvania.

Previously associated with the now defunct North-South Center at the University of Miami, he has held visiting appointments at a number of universities, including Harvard, Oxford, Stanford and the American Enterprise Institute. He spent a year as a Fulbright Scholar in Brazil.

Jerry has authored 12 books – the most recent is *Winning Strategies for the New Latin Markets* – and he says there are three more in the works.

Despite what sounds like a full plate, he maintains "family is the No. 1 priority." He spends his leisure time with his wife Barbara, son Eric – a mortgage banker with BankUnited – and extended family in South Florida. He's also active in local civic organizations, including the National Parkinson Foundation. **WC**