



David Roa



David Roa is an International Business Developer Consultant based in Canada and Latin America. Mr. Roa serves those in the International Trading industry who want to expand their foreign reach with B2B marketing intelligence.

As a serial entrepreneur, David has experience working in a more traditional approach to B2B such international trading shows, cooperating with several Government trade offices, one on one networking and strengthening the competitiveness of farmers and indigenous cooperatives in Latin America.

At the same time, Mr. Roa has worked extensively in the digital side of different business models, his experience in digital marketing and online strategy have given him the perfect combination to bring different worlds together such as the traditional international business development and the new digital marketing era to many clients that needed an upgrade in their business strategies.

His passion for traveling gave him the motivation to go around the world to meet producers and buyers in the agroindustry field and focus on organic and fair-trade certified products.

By focusing on sustainability, fair trade and digital strategies, Mr. Roa works closely with every client from V&N Consulting Services LLC, with the need to reach international markets and strategic foreign sourcing with clear technological and traditional blueprint business plans.

Connecting business opportunities in markets around the world as quickly and efficiently as possible with social impacts is a priority for Mr. Roa's consulting efforts at V&N Consulting Services LLC.