Sports as Soft Power: The Role of Public Diplomacy in the 21st Century

Derek Shearer

U.S. Ambassador
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Thursday, October 31, 2013 at 2:30pm
Orfalea Center Seminar Room
Robertson Gym 1005

Ambassador Derek Shearer is Chevalier Professor of Diplomacy and Director, McKinnon Center on Global Affairs at Occidental College in Los Angeles, and serves as Director of Global Affairs at that institution. In addition he is a fellow at the Center for Public Diplomacy located at the University of Southern California’s Annenberg School. Ambassador Shearer served in the Clinton administration as an economics official in the Commerce Department, and then as Ambassador to the Republic of Finland (1994-97), helping coordinate strategies for the Nordic-Baltic region and the hosting of the Clinton-Yeltsin summit in Helsinki.

After diplomatic service, Ambassador Shearer was a fellow at the Economic Strategy Institute and then at the Woodrow Wilson Scholars Center in Washington, DC, and served as a foreign policy advisor to Vice President Gore during the 2000 Presidential campaign. He has published widely in major newspapers and periodicals.