



**Esther Luongo Psarakis**  
**Senior International Market Linkages Expert**  
**Pragma Corporation**

In her role as Pragma's Senior International Market Linkages Expert for WATIH, Esther Luongo Psarakis is assisting the successful market entry of partner companies into the U.S. market. This expertise has been honed over 30 years. Creator of Foodpreneur®, a strategic sales/marketing, and educational consultancy, she saw a need to better address the business needs of entrepreneurial food, beverage, consumer, oral care companies. With international companies, ranging from Tunisia, El Salvador, Ecuador, Brazil, Canada, Greece, Jordan, Mexico, Australia, and other countries, she has crafted effective sales/marketing strategies for U.S. launch.

She is an advisor to the U.S. Small Business Development Centers. Her strong skill set in mentoring, concept development, business plan, and sales strategies has been applied to a wide range of companies. One of her business plans was selected for publication in *"The Complete Idiot's Guide to Business Plans"* Esther founded a Meetup group specifically focused on New Jersey's Food and Beverage Entrepreneurs and Professionals creating networking and opportunities. Her TV Show, Foodpreneur-Tasty Tales Climbing Up & Down the Gourmet Food Chain, aired on Princeton TV.

Esther has been a speaker/educator for organizations, including the Specialty Food Association, Institute of Food Technologists, St. Joseph's University, Rutgers University Food Innovation Center. She has been featured in The New York Times, New Jersey Monthly, USA Today. Awards include NJSBDC Success Award, Somerset County Business Partnership Small Business Economic Vitality Award, BPeace VERA Award, NJ Association Women Business Owners Leading Women Entrepreneur, and Sam's Club Emerging Women Entrepreneur.

Esther held leadership roles in international sales, strategic planning, training, and global account management with American Express and Citigroup. As an entrepreneur, Esther launched Taste of Crete, which imported Greek food products. She holds a Certificate in International Market Entry from the U.S. Department of Commerce. She has a BA in Communications from Douglass College, Rutgers University, and a graduate of the Rutgers Graduate School of Business Entrepreneurial Pioneers Initiative Program. She is currently a candidate for a Masters/MBA in Food Marketing from St. Joseph's University.