

MyInternationalAdventure Biographies

Robert Nelson, Co-Founder

An expat for nearly seven years, Mr. Nelson wrote “Boomers in Paradise: Living in Puerto Vallarta” while living in that Mexican international resort city. He has also lived in Germany, Turkey and Greece.

His over 40 years of business experience includes marketing both consumer and technology global brand name products and services for start-up companies to large corporations. As a brand consultant his clients included companies such as Expedia, Driscoll Strawberry Associates and the Chief Marketing Officer Council.

Mr. Nelson also served in senior level marketing positions for a variety of firms, including Samsonite, Memorex, Kensington and Mountain Bell. He began his career as a radio news director and announcer.

He holds a B.A. in radio and television from California State University, Northridge and a M.S. in mass communications from San Jose State University. Mr. Nelson also is an adjunct professor of advertising at San Jose State University.

Felice Arden Nelson, Co-Founder

A native of New York City, Ms. Arden Nelson was an expat movie producer in London for seven years and a magazine and research sales executive in Chicago, New York and Los Angeles for over two decades.

She was a sales executive with Ms. magazine from its infancy through its tenth anniversary and was founding associate publisher of SPIN Magazine, a direct competitor to Rolling Stone and a publishing industry success story.

Ms. Arden Nelson worked in the film industry in both London and Los Angeles, serving as director and a co-founder of Greenlight Films. She also was vice president of sales and managed the Western office for Competitive Media Reporting (CMR), a unit of Taylor Nelson Sofres.