
VP - Customs Compliance & Management Profile

Accomplished business leader with solid experience planning and leading customs and global trade operations, achieving all strategic organizational business objectives while aligning global trade to business objectives and adding value.

Skilled in supporting clients in delivering valuable insights and provide analytics, supporting future stability and growth of their business through customs and global trade management. Continually exhibit a flair for distilling complex customs issues into tangible revenue, efficiency, and result-driven growth with a relentless commitment to operational excellence. Track record of directing multi-type operations, improving, streamlining, automating, and standardizing Customs and global trade processes, governing import and export, building and leading productive teams, meeting goals, and exceeding performance expectations. Ability to manage organizational budget and forecast processes, with constant review to improve process efficiency. Adept at supporting key business stakeholders on developing global customs initiatives and strategies and make them fit into the larger organizational. Track record of ensuring alignment of trade initiatives/strategies to business strategies while adding value to business.

Highlights of Expertise

- Leadership & Mentoring
- Strategic Planning & Analysis
- Global Trade Management
- Consultative Support
- Business Relationship Management
- Product Marketing
- Project Management
- Budgeting & Forecasting
- Recruitment & Selection
- Performance Management
- Executive Reporting
- People Management

Career Experience

Customs Manager Ltd, London, UK (08/2019 to present)

MANAGING DIRECTOR and CHIEF EXECUTIVE OFFICER (07/2019 to Present)

Supervise and control all strategic and business aspects of the company, including providing the strategic direction as well as creating a vision for success. Act as prudent manager and an inspiring leader with a business mindset to drive the company's development and guide it towards long-term and enhance the company's cash flow while keeping the human factor in perspective.

- Development of high-quality business strategies and plans ensuring their alignment with short-term and long-term objectives
- Develop. launch and market products successfully.
- Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- Made high-quality investing decisions to advance the business and increased profits month by months since launch,
- Build trust relations with key partners and act as a point of contact for important stakeholders

E2open Ltd, London, UK

DIRECTOR - GLOBAL TRADE MANAGEMENT, PRODUCT MARKETING (07/2019 to 8/2020)

Provide strategic and leadership direction to product marketing division with regards to positioning of mission-critical global trade management software for leading global trade corporations. Head day-to-day operations and design suitable policies, strategies, and procedures to enhance divisional performance. Provide support and advice to c-level internal/external stakeholders. Define highly effective product/solution positioning and improved product stories, enabling the GTM sales team to exceed sales goals.

- ◆ Contributed to sales success by successfully create, positioned, and brought seven new GTM products to market in less than six months by combining GTM expertise with strong product marketing skills with a measurable customer product adoption success rate.
- ◆ Stewarded several CEO and Senior Leadership initiated ideas to successful product launches by creating and implementing go-to-market strategies and developing as well as leading cross-functional managerial teams.

Amber Road Inc, London, UK

SENIOR MANAGER - GLOBAL TRADE CONTENT, PRODUCT MANAGEMENT (03/2015 to 07/2019)

Directed 6-member team of global trade specialists and effectively managed healthy divisional operations. Devised strategy for the division to achieve long- and short-term business objectives. Achieved steady business growth, maintained capability supported service development, and ensured customer success by strategising and leading divisional operations. Supported RFI, RFP, and sales cycles by provided advice and enabling sales/product management teams to devise winning solutions for customers. Kept Director, Vice President, and CPO up-to-date on operational progress through regular reporting.

- ◆ Implemented a sound quality control management system and enabled teams to capture trade legislations from +80 countries while maintaining 100% accuracy, securing ISO 9001:2015 accreditation.

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- ◆ Improved operational efficiencies through the implementation of more AI-based automation, boosting speed and capacity to carry out trade updates by 15%.
- ◆ Catalysed revenue growth of +\$100M and acquired more than 10 SaaS GTM clients by
 - Developing and enhancing the Global Trade Content to surpass any competitor's offering and position the product as indispensable in the GTM market.
 - Implementing processes and procedures to efficiently, effectively and continuously build trade compliance content for more than 50 new jurisdictions and trade agreements, including the addition of 100 additional restricted party list.
 - Positioning the company and global content as an industry and thought leader by carrying out more than 100 public speaking and webinar engagements, reaching a global trade community audience of +30.000.

Grant Thornton LLP, London, UK

MANAGER - CUSTOMS & EXPORT CONTROLS (09/2013 to 03/2015)

Expanded the firm's portfolio of the UK and international clients by participating and leading in business development initiatives and proposal activity. Developed and led a multi-talented, cross-disciplined team, effectively managing and driving business engagements to a successful conclusion.

- ◆ Ensured accurate/timely account billing, enabling company to increase finances through timely payment.
- ◆ Identified cost-saving opportunities for the client across the supply chain as well as supported with achieving customs compliance through advice and solutions designing.
- ◆ Financial WIP management and customer billing. Reported financial results to senior leadership.

Additional Experience

Assistant Manager, Customs & Global Trade (06/2011 to 08/2013) ■ Deloitte LLP, London, UK

Senior Trade Policy Advisor (03/2005 to 06/2011) ■ European Ship Suppliers Organisation, Brussels

Trainee (10/2004 to 03/2005) ■ The European Commission, Brussels

Education & Credentials

Product Marketing Certified (2020)

Product Marketing Alliance, London, UK

Master of Business Administration (2019)

Quantic School of Business and Technology, Washington DC, USA

MA European Governance and EU Policy-Making (Euromaster)

Sciences' Po, France; University of Washington, USA; University of Bath, UK

BA (Hon) International Business & Modern Languages (French & Spanish)

London South Bank University, London, UK

Professional Development

- **Certified Customs Classification Specialist** – Global Trade Academy, Washington DC, USA (2017)
- **Diploma in World Customs Compliance and Regulations** – Institute of Export and International Trade, London, UK (2015)
- **Certificate in Export Controls** – Aussenwirtschaftsakademie AWA, Münster, Germany
- **Certificate in Customs Compliance** – Aussenwirtschaftsakademie-Akademie AWA, Münster, Germany

Affiliations

- **Former Vice-President**, Institute of Export and International Trade (IOE&IT)
- **Member of the Board**, UK Export Control Profession
- **Trainer**, AWA AUSSENWIRTSCHAFTS-AKADEMIE GmbH, Münster, Germany
- **Trainer**, bav Bremer Außenwirtschafts- und Verkehrsseminare, Bremen, Germany
- **Trainer**, Irish Exporter Association, Ireland
- **Trainer**, Trade Advisors, Ireland
- **Trainer**, UK Training, UK
- **Writer**, AW-Prax Außenwirtschaftliche Praxis, Germany
- **Freeman**, The Worshipful Company of World Traders, City of London, UK
- **Member**, EU's Trade Contact Group (TCG)
- **Member**, DIT's Customs Expert Trade Advisory Group
- **Member**, HMRC's Joint Customs Consultative Committee (JCCC)
- **Member**, Institute of Export and International Trade (IOE&IT)
- **Member**, UK Federation of Small Businesses (FSB)

Languages

- **English:** (Near-Native Proficiency)
- **German:** (Native Proficiency)
- **Spanish:** (Expert Proficiency)
- **French:** (Expert Proficiency)