

Sherie Cuddy

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GLOBAL CUSTOMS & TRADE COMPLIANCE

Seasoned Customs & Trade Compliance Leader with over 30 years of proven success developing and implementing international supply chain and logistics strategies for achieving commercial trade excellence. Skilled in driving cost optimization, continuous process improvement, compliance policy implementation, global distribution network coordination, transit time reduction, and building a unified team culture. Demonstrated ability to effectively liaise with clients, suppliers, agencies, and senior management to streamline service and organizational efficiency.

Possess solid history of international business experience and customs/trade credentials. Excel at facilitating audits, developing new business, navigating change, mitigating risk, nurturing partnerships, and drafting documentation. Expert presenter, negotiator, and businessperson; highly organized with finely-tuned analytical skills.

Areas of Expertise

- Worldwide Import & Export Distribution Network
- Strategic Supply Chain & Logistics Optimization
- Corporate Policies / Regulatory Compliance
- Export Control Classification Number (ECCN)
- Business Development / Contract Negotiations
- Process Improvement / Performance Monitoring
- International Trade, Customs & Excise Rules
- Global Trade Risk Assessment & Mitigation
- Free Trade Agreement / Duty & Cost Reduction
- Vendor Management / Customs Brokerage
- Customs Compliance Awareness Training
- Leadership, Motivation, and Team Building

CAREER EXPERIENCE

DIRECTOR, Customs & Trade – Element Solutions

Jan 2021 to Mar 2022

Identify and build customs and trade opportunities, optimize costs through tariff mitigation strategies, lead chemical tariff classification, organize internal compliance training, and oversee audit processes. Collaborate with M&A teams to assess risk and opportunities associated with potential acquisitions. Facilitate automation to enhance compliance and cost saving, develop import/export manuals, lead recordkeeping, and use ERP for tariff & ECCN storage.

Key Achievements and Contributions:

- Orchestrated corporate wide systems for Worldwide Import, Export, and Free Trade Agreements for over **80** importers and exporters of record with multiple ERP systems in **35** countries.
- Realized over **\$600K** in Free Trade Agreement (FTA) savings, reduced broker footprint, implemented SOPs, facilitated metrics, and developed process to monitor WW duty spend from over **100** brokers.
- Recognized as corporate FTA expert skilled in developing duty reduction strategies and organizing compliance training to eliminate the need for consultants.
- Enhanced courier clearance process, minimized unnecessary VAT payments under DDP, and harmonized tariff database with worldwide network.

MANAGER, WW Supply Chain & Logistics Global Trade & Regulations – Carestream Dental

Sep 2017 to Dec 2020

Led the strategic design and implementation of strategies in alignment with business growth and trade objectives. Key projects involved EU warehouse relocation, freight lane supplier optimization, complex freight RFQ coordination, supplier transition, WW distribution network development, and freight contract review and approval.

Key Achievements and Contributions:

- **New Company Startup** – Established new WW distribution structure for the new **\$500M** revenue international company, spin off from Carestream Health. Instrumental in establishing Singapore Free Trade Zone, foreign compliance offices, freight consolidations, freight mode optimizations, productivity improvements, KPIs, and CTPAT.

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- **Worldwide Import Compliance** – Acted as Subject Matter Expert (SME) for developing corporate training programs on compliance, establishing transfer price strategies, leading tariff classification, as well as guiding WW broker alignment, internal audits, duty reduction, and non-compliance risk assessment.
- **Worldwide Export Compliance** – Oversaw ECCN in all plants, trained in European export control, sanctions, denied party screening for plants, developed dealer training, OFAC licenses, commerce licenses, and audits.
- **Free Trade Agreements** – Successfully led qualification of solutions and products for worldwide FTAs. Demonstrated excellent knowledge of EU regulations.

MANAGER, WW SC&L Global Trade & Regulations – Carestream Health

Jan 2016 to Sep 2017

ANALYST, Import & Export Compliance – Carestream Health

Feb 2014 to Jan 2016

Optimized international supply chain & logistics processes, addressed global trade & regulatory requirements, liaised with clients & suppliers, and monitored import & export compliance. Executed strategies and leveraged continuous improvement methodologies to maximize supply chain, logistics, and compliance results.

Key Achievements and Contributions:

- **Duty Drawback** – Successfully discovered and led the recovery of over **\$4M** in duties paid in the US. Developed internal programs, documentation for ruling, third-party supplier and customer participation.
- **Regulatory Compliance** – Served as SME to the worldwide supply chain organization, audited WW offices for customs compliance, drafted compliance manuals, participated in CTPAT program, as well as led verifications of Country of Origin and Buy American Act.

REGIONAL MANAGER, Western New York – Mohawk Global Logistics

Oct 2000 to Feb 2014

Directed 25-member team with full P&L accountability for the Western NY region. Supervised operational, financial, administrative, and customer relationship activities. Implemented operational efficiencies across cost management, supply chain solutions, international shipping, trade compliance, and customs. Ensured adherence to all corporate logistics initiatives, including the use of strategic business partners, pricing strategy, reporting, and quoting tools.

Key Achievements and Contributions:

- **Major Account Management** – Successfully administered all aspects of the two largest accounts in the company, valued in excess of **\$500K** each annually.
- **High Revenue Growth** – Consistently delivered double-digit YoY revenue growth despite an adverse business environment, international trade barriers, and strong local market competition.
- **Customer Education** – Designed and launched the company's first-ever educational seminar series for increasing client awareness about global logistics and its intricacies.
- **Regulatory Compliance** – Ensured strict compliance with all company policies and government regulations, including U.S. Customs, Department of Commerce, Food and Drug Administration (FDA).
- **Contract Negotiation** – Skillfully negotiated most favorable rates and service terms with several local and national providers to achieve cost-effective delivery system.
- **Strategic Leadership** – Demonstrated principled leadership in operational performance, P&L management, customer relations, continuous improvement, and staff development.
- **Relationship Management** – Cultivated long-lasting and profitable relationships with agents and suppliers, leveraging strong interpersonal skills each day on behalf of clients.
- **Continuous Improvement** – Identified and implemented process improvements to enhance internal and client organizational workflow.

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EDUCATION & CREDENTIALS

Bachelor of Science in International Business

Rochester Institute of Technology – New York

Certifications

Licensed Customs Broker (LCB) • Certified Export Specialist (CES)

Certified Customs Specialist (CCS) • APICS Certified in Production and Inventory Management (CPIM)

Professional Affiliations

International Business Council of Rochester, Former President

Transportation Council of Rochester, Former President

International Resources Group of Rochester, Former Treasurer