

Kiera Conlan

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Global Trade Compliance & Operations Management

Accomplished and passionate professional with strong track record of success in optimizing global trade compliance and international logistics performance, ensuring seamless import/export processes, minimizing compliance risks, and reducing shipment delays.

Dynamic leader with demonstrated success in developing and implementing international trade strategies, including HTS classification, increasing market access and optimizing duty savings. Recognized for leading cross-functional teams, enhancing collaboration, and delivering cost efficiencies across global operations. Instrumental in negotiating vendor contracts delivering trade compliance training, improving departmental awareness, and fostering proactive risk management.

Areas of Expertise

- Customs Regulations
- HTS Classification & Engineering
- Process & Productivity Optimization
- Prior Disclosure & Binding Rulings
- Duty Optimization Strategies
- Cross-Functional Team Leadership
- Vendor Management
- Import/Export Process Management
- Training & Development
- Free Trade Agreement & Country of Origin Verification

Professional Experience

UWL, Inc., Kent, WA
Director, Global Accounts

2022 – 2024

Optimized profitability and minimized operational risks by reviewing and negotiating customer contracts for pricing and operational viability. Expanded service adoption within key accounts by identifying and leveraging upsell and cross-sell opportunities.

- Increased customer retention by 74% and achieved 38% revenue growth from existing accounts through development and implementation of strategic account plans.
- Drove \$43M in annual revenue by managing and strengthening relationships with Fortune 500 clients.
- Exceeded customer satisfaction and KPIs by fostering collaboration across Operations, Trade, IT, Pricing, Sales, Accounting, and Marketing teams to deliver tailored solutions.
- Secured long-term partnerships by leading contract negotiations and renewals, ensuring mutually beneficial agreements.
- Enhanced customer supply chains by leveraging expertise in international air and ocean operations, optimizing port and terminal processes, navigating Customs exam stations, and mitigating trade compliance risks through tailored solutions.

Odyssey International Services, Inc., Kent, WA
Vice President Customs Brokerage

2021 – 2022

Advanced staff proficiency in regulatory requirements through targeted training and ongoing support for operations teams. Cultivated interdepartmental collaboration, resulting in consistently superior customer service levels and streamlined processes.

- Elevated compliance and operational standards by overseeing U.S. Customs and PGA regulations as Qualifying Licensed Officer
- Improved corporate compliance practices by establishing communicating standards related to Customs and PGA entry and customer service.
- Heightened client supply chain efficiency by providing targeted recommendations for improving compliance and reducing lead times through in-depth analysis and process optimization.
- Established customs compliance and duty optimization strategies for multiple clients by conducting comprehensive audits across various commodities, including steel fasteners, building materials, apparel, and footwear.

Enhanced operational efficiency and compliance in import, export, and domestic transportation by implementing process improvements. Optimized logistics performance by managing contracts for ocean freight, drayage, FTL, and LTL, aligning with business objectives.

- Stabilized core account relationships and increased business volume by addressing client needs and reinforcing service reliability.
- Optimized customer operations and ensured compliance by conducting comprehensive audits of import activities, providing actionable recommendations for duty optimization.
- Achieved operational efficiency and financial accountability for Seattle office by overseeing P&L management, personnel decisions, and performance evaluations.
- Strengthened team performance and skills by providing training, guidance, and leadership to a team of professionals in import, export, and Customs brokerage.
- Encouraged employee alignment with company goals by co-designing and implementing comprehensive sales commission policy in partnership with corporate leadership.

Delivered operational excellence by managing import, export, domestic, and customs compliance teams, aligning practices with regulatory requirements. Bolstered team performance and efficiency through mentoring regional managers, driving successful operations and business growth. Promoted customer satisfaction through a culture of creative problem-solving and empowering employees to deliver innovative solutions. Advanced organizational growth by managing hiring, training, and succession planning to build a capable and dynamic workforce.

- Achieved \$18.5M annual budget profitability by streamlining financial planning and P&L management across multiple offices.
- Generated \$15.7M in net revenue growth over five years by fostering customer relationships.
- Minimized compliance risks by serving as subject matter expert on HTS classification, free trade agreements, and Customs entry audits.
- Built and maintained strong relationships by acting as liaison with government agencies such as CBP, TSA, FDA, CPSC, NHTSA and USDA.
- Improved customer retention by cultivating high-performing logistics and CHB teams skilled in resolving complex challenges.
- Spearheaded compliance support for importers, providing accurate HTS classification, country of origin determination, Free Trade Agreement verification, valuation reviews, duty drawback, and reconciliation.
- Developed and implemented strategic market entry plans for clients, facilitating expansion into new international markets, including Canada and Europe, driving growth and international presence.

Strengthened regulatory alignment by collaborating with finance, legal, and logistics teams to ensure compliance with international standards. Enriched cross-departmental understanding of trade regulations by designing and delivering inter-company compliance training programs. Enabled market expansion by providing logistical and customs compliance guidance to unlock access to global markets. Wrote and filed prior disclosures and binding rulings to ensure regulatory accuracy and duty optimization.

- Recovered \$50K monthly in GST by streamlining Canada's brokerage processes.
- Supported trade consistency and efficiency by developing and maintaining a centralized database for HTS codes, country of origin, and FDA compliance details.
- Prevented shipment delays by establishing proactive processes for accurate HTS classification and country-of-origin determination, achieved through collaboration with engineering and sourcing.

- Realized \$3M in annual savings by streamlining customs clearance processes in Canada and Australia, including consolidating shipments, partnering with data-driven brokers, and enabling duty and tax refunds through superior reporting.
- Created and delivered tailored presentations for departmental education on trade compliance, fostering proactive collaboration, reduced shipment delays, and improved customer service.
- Achieved seamless international import compliance across U.S., Canada, European Union, Australia, Japan, and China by establishing a global compliance program.

MTI Worldwide Logistics, Tukwila, WA
Import Manager

2009 – 2011

Streamlined processes, ensuring expeditious customs clearances and regulatory adherence for diagnostics and blood products. Elevated operational efficiency by instituting new customs interface system, reducing errors and improving process accuracy. Delivered superior customer care and issue resolution, fostering trust and long-term client relationships.

- Increased net profits by 25% in import department through strategic rate negotiations and process optimization.
- Improved delivery timelines by 1–2 days for perishable medical shipments through collaboration with customers, overseas agents, Customs & Border Patrol, APHIS, and FDA.

Education & Credentials

Bachelor of Science in Transportation, Logistics, and Supply Chain Management, expected graduation 2026

Lake Washington Institute of Technology

General Studies with focus in Physics and Math

Gonzaga University, Spokane, WA

Certifications: Licensed US Customs Broker | Certified Customs Specialist | Dangerous Goods Certification | Cargowise Certified

Technical Skills: Cargowise, Salesforce, ACE, Microsoft Office Applications, Panjiva | ERP systems: QAD, QADTMS, Oracle, SAP | TMS

Volunteer Experience

Customs Brokers & International Freight Forwarders Association of Washington State – Revitalized member engagement by successfully recruiting new board of directors and supporting committees, enhancing overall member experience and organizational effectiveness.

President, 2024 – Present

Vice President, 2022 – 2024

Treasurer, 2022

Pacific Coast Council

Director, 2024 - Present

Customs Exam Station Task Force, 2024 - Present

National Customs Brokers and Forwarders Association

Associated Presidents Network, 2024 - Present