

Ala Simms, MBA, CGBP, ECOP

Global Trade Compliance Professional/ Sanctions Risk Specialist

CONTACT DETAILS:

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EXPERTISE

- International Business Management | Finance | Global Business Development
- Global Trade Regulatory Compliance | OFAC Sanctions
- Dual-Use Items
- Anti-Money Laundering
- International Sales Operations
- Export Licensing | License Exceptions | HTS/ECCN Classification
- Logistics | Incoterms | Letters of Credit
- Business Intelligence | Import/Export Operations | AES filing
- Project Management | Resolution
- Process Improvement | Business Integration
- Wassenaar Arrangement | Encryption
- DPL/DPS Screening
- Research | Industry and Market Analysis
- Export Licensing EAR/ITAR | License Exceptions | SNAP-R | DECCS
- Risk remediation | Risk Mitigation

SOFTWARE PROGRAMS | TECHNICAL SKILLS

- MS Office: Word, Excel, Outlook, PowerPoint, SharePoint – advanced level
- Accounting: Salesforce, Oracle, QuickBooks
- Communications Platforms: Microsoft Teams, Google Workspace, Slack
- HRIS: ADP, Workday Website: WordPress
- SAP ECC & GTS, UAT testing, NetSuite/Oracle, HubSpot, Salesforce, Lexis Nexis Bridger, DNB Hoovers, Kharon, Descartes MK Denial, Dow Jones/Risk Screen Monday.com

CERTIFICATIONS

- Secure Documents Specialist /Fraudulent Document Recognition, Buena Vista Resources, LLC– 2015
- "The Export Management Program" Certificate College of Business and Economics | West Virginia University - 2016
- High-Profit Prospecting Training | Mark Hunter-2018
- Export-U, District Export Council of Georgia, Center of Export Assistance | 2020
- Miller Heiman Group-Conceptual and Strategic Selling Training, Korn Ferry | 2021
- Certified Global Business Professional (CGBP), NASBITE (National Association of Small Business International Trade Educators) | 2021
- Export Compliance Professional (ECoP®) ECTI (Export Compliance Professional Institute) | 2022
- ACAMS Member, CAMs Certification to be obtained fall 2023
- LinkedIn Certifications/Trainings on my LinkedIn profile and IT/Security Trainings | *Please see list there.*

EDUCATION HISTORY

MBA: International Business Major | English & French – minor | Plovdiv State University - Plovdiv, Bulgaria 2005-2007
Bachelor of Arts: Political Science Major | English – minor | Plovdiv State University Paisii Hilendarski | Plovdiv, Bulgaria 2000-2005

SKILLS

- Cross Cultural Communication
- Investigative Skills
- Time Management
- Mentoring & Teaching
- Team Player
- Robust Documentation Creation
- Individual Contributor
- Analytical & Critical Thinking Strong Problem Solving
- Detail Oriented
- Organizational Leadership
- High-level of integrity/discretion
- Mentoring
- Networking
- Active Listener
- Ukrainian, Russian, Romania, Bulgarian, French, English

PROFESSIONAL SUMMARY

A versatile, **multi-lingual**, skilled cross-functional **Global Trade Compliance Professional** with a proven record of understanding of complex regulatory requirements of Global Trade. Possessing clear understanding of compliance analysis; specializing in international business needs, compliance, market analysis, and delivering recommendations with strategic implementation.

Creative and strategic thinker adept at solving complex issues, providing streamlined solutions while executing cost effective implementation of plans. Manages a heavy workload with skill and accuracy.

Extremely dedicated to understanding the task at hand, critically analyzing the information, charting a **solution-oriented** pathway with direction and implementation as the key indicators toward resolutions to success.

Reliability is standard with a proactive **eye toward problem-solving**. Innovation springs from firm dedication to the project, co-workers, clients, and organization with which engaged.

Engagement is more than getting the job done. The measures by which tasks are completed are not only thoughtful but always in line with best practices. Inclusive and positive, achieving high-end solutions is the modality of success.

This **logic and sound** judgment not only lead to solutions but are communicated with skill and accuracy. Mentored teamwork an all-important part of success cross-departmentally.

COMMUNITY ACTIVITIES

West Virginia District Export Council Member 2018-2021

Vigilant Global Trade Services, LLC, Shaker Heights, OH**October 2021-Present**Global Trade Compliance Analyst | Pharmaceutical and Software (Encryption production)

- Performed qualitative & high-volume screening of Blocked Business Partners in Cyrillic and Latin Characters for two global business accounts Pfizer and Citrix against CCL (Consolidated Screening Lists) using appropriate AI/Machine-learning/ERP.
- Achieved the goal of 100% accuracy
- Assigned industry determination to parties for export, export license determination, product classification.
- Performed in-depth research on business counterparts and relationship to a denied/sanctioned party, obtained end use statement where applicable, identified MEUs, more sensitive/less sensitive government end users
- Completed UAT testing for SAP GTS & GRC module improvements including 60 scenarios in 5 business days.
- Managed/drafted export licenses, determined license exceptions, pre-shipment 15-day notifications to Bureau of Industry and Security (BIS), managed technology transfer to foreign nationals subject to EAR, ensured deemed export compliance
- CCATS SNAP-R initiation, ECCN classification
- Investigated denied parties and sanctions potential matches, participated in ongoing due diligence
- Optimized workflows increasing productivity by 40% and quality to 100% of the screening procedures.
- Participated in continuous improvement initiatives | overcoming technical flaws & team communications.
- Considered Top Performer with outstanding yearly reviews.

TROY Group, Inc, Wheeling, WV**June 2015-October 2021**International Sales Operations Manager | Industry: Secure Document Printing Solutions (Hardware Manufacturer and SaaS/on-premises software development).

- Ensured export compliance with import to respective destination and export from USA per documentation requirement, generated commercial invoice, packing slip, AES filing of EEI via ACE AESDirect, Harmonized Tariff/Schedule B/ECCN product classification, Incoterms, EAR compliance and export licensing, pre-shipment PVOC inspection.
- Initiated First Market Entry to over 50 new countries, received WV Governor's Awards.
- Streamlined international logistics process implementing process facilitation tools | export shipment movement notification tracker.
- Ensured labeling and marking of product was compliance with country of origin and ISO requirements
- Attained data integrity and timely compliance screening checks.
- Initiated contacts with WV State and Federal export development facilitating an increasing market presence via various export & marketing programs.
- Assisted implementation of large governmental projects managing various international Trade financial tools | Letters of Credit, Documentary Collections, credit applications and Legal Agreements.
- Served as liaison to Customer, Product Management, Materials & Inventory Management, Marketing, Finance, Logistics.
- Collaborated with the Global Sales Team | supported international sales and projects.
- Facilitated meeting deadlines defined by partners and end users.
- Implemented Export Compliance Program (ECP) and periodical audits and record-keeping.
- Trained respective personnel on international regulatory compliance, participated in continuous education initiatives
- Assisted in transitioning to new ERP system NetSuite implementing international order-processing workflows and export documentation forms generation within the system.
- Executed Customer Service | pre- and post-sales | for Global Customers, end users, and channel partners from 136+ countries worldwide.

Supraten S.A., Chisinau, Moldova**June 2009 - October 2013**Sales Department Manager | Industry: Constructions Materials.

- Maintained sales channel customer database, administered, and signed contracts with corporate clients.
- Monitored debtors list.
- Increased cashflow, promoted existing and new products.
- Performed sales analytics and data management.
- Generated monthly sales reports | supported sales increase by 20% in the first and subsequent years.

EOS LD Ltd, Plovdiv, Bulgaria**January 2003 - April 2005**Sales Representative | Industry: FMCG distribution

- Maintained and expanded regional distribution network for FMCG products.
- Oversaw timely product supply to distribution network.
- Coordinated with existing customers and prospects | discussed business needs and recommended optimal solutions for sales increase of FMCG.
- Utilized effective communication skills and developed active listening skills to create client rapport to grow profitability.
- Increased revenue by 10% yearly.

Master Speaker | Accomplishments | Awards

- Presented TROY Group, Inc. International Export Strategy | WVU Morgantown, WV in the light of Export Control Reform.
- Mentored a large group of Senior Students in Export Management Program Class Project.
- Presented | quarterly District Export Council Meeting giving to new and experienced local exporters on Optimizing Logistics Solutions for International Sales, establishing Export Compliance Program.
- Citrix Award | First Market Entry | WV Governor's Office | for successful/timely implementation of SAP GTS/GRC migration.
- US Citizenship/Active Global Entry/TSA Pre-Check, ability to obtain Top Secret Clearance if required
- Certified Global Business Professional (NASBITE)
- Certified ECoP Export Compliance Professional (ECTI Export Compliance Training Institute)