



**21st Century Customs Framework (21CCF) Session
Friday, September 11, 2020**



Jon B. Purdue
(Welcome and Introductions)
Executive Director, Office of Trade Relations
U.S. Customs and Border Protection

Mr. Jon B. Purdue joined the Senior Executive Service position of Executive Director for the Office of Trade Relations at U.S. Customs and Border Protection (CBP) in Washington, DC in July 2020.

Mr. Purdue brings to the Office of Trade Relations considerable experience in industry and government, having served as an international export consultant and entrepreneur, as well as at the U.S. Agency for International Development, focused on trade and development in the Western Hemisphere.

Before joining CBP, Mr. Purdue served for three years in the Latin America and the Caribbean Bureau of USAID, as well as at the Commerce and Treasury Departments. Mr. Purdue previously served as an International Policy Advisor to the Donald J. Trump for President Campaign, as well as on three previous presidential campaigns.

Prior to that he served as the director of the Institute for Leadership in the Americas, and as a Senior Fellow at security and policy think tanks in DC, Chile, and Puerto Rico. Mr. Purdue is an author and has written extensively on counterterrorism and narcotrafficking, and on the role of trade and economic development in countering illicit activity. He is originally from Georgia, but has spent most of the past two decades living and working in DC and Latin America. Mr. Purdue is a graduate in Finance from the nation's top senior military college, North Georgia College and State University.



Robert E. Perez
(Keynote Speaker)
Deputy Commissioner
U.S. Customs and Border Protection

Robert E. Perez has served as the Deputy Commissioner for U.S. Customs and Border Protection (CBP) since July 2018. In this role, he is the agency's senior career official, working closely with the Commissioner to lead the nation's largest law enforcement agency of more than 60,000 employees and manage a budget of nearly \$15 billion. As Deputy Commissioner, Mr. Perez oversees the vast range of CBP's national security mission, including protecting our Nation's border from terrorists and terrorist weapons, securing and facilitating lawful trade and travel, keeping illegal drugs and illegal aliens from crossing our borders, enforcing our trade laws and protecting our Nation's food supply and agriculture industry from pests and disease. In the course of CBP's daily operations, the Deputy Commissioner directs CBP's senior leadership in the execution of the agency's mission with operations spanning 328 ports of entry, 7,000 miles of land border, 95,000 miles of shoreline, and in 50 countries.

Prior to his appointment as Deputy Commissioner, Mr. Perez most recently served as the Executive Assistant Commissioner for Operations Support, where he provided oversight and executive direction to experts, analysts, and innovators in CBP's offices of intelligence, international affairs, planning and requirements development, incident coordination, laboratories and scientific services, and law enforcement safety and compliance.

Prior to his role in Operations Support, Mr. Perez served as the Director of Field Operations (DFO) for CBP's New York Field Office, where he directed the activities of nearly 3,000 CBP employees and oversaw the arrival of more than 21 million international travelers and over \$240 billion in imported goods. Mr. Perez has also held the positions of DFO and Port Director in Detroit, Michigan, leading more than 1,100 CBP employees throughout the state at seven ports of entry, which included three international bridges, the busiest commercial truck border crossing in North America, and the busiest privately owned vehicle border crossing between the U.S. and Canada. Earlier in his professional career, Mr. Perez served as the first Director of the Customs–Trade Partnership Against Terrorism (C-TPAT) in Washington, DC, a position he held from 2002 to 2005. In that role, he was responsible for the development and implementation of all the anti-terrorism industry partnership programs for CBP. Mr. Perez also held various positions as a Program Manager in CBP headquarters from 1997 through 2001, and began his career with the U.S. Customs Service in 1992 as a Customs Inspector in Newark, New Jersey.

Deputy Commissioner Perez has represented the Department of Homeland Security and CBP as a border security expert throughout the globe at scores of international business conferences, on official assignments alongside senior figures in U.S. and foreign governments, and in the national and international press. He has been a guest lecturer at the Georgetown University Law Center, Michigan State University Law School, the International Law Enforcement Academy in Budapest, Hungary, and the U.S. Merchant Marine Academy. Mr. Perez also served on the Advisory Board of the Criminal Justice Department at Madonna University in Livonia, Michigan.

Travis Skinner
(Moderator)
Director, Trade Modernization, Office of Trade
U.S. Customs and Border Protection

After acquiring his college degree at American University with a focus in justice and public policy, Travis joined CBP as a student intern while pursuing his Master's in Public Policy from the same institution. Upon completion of his Master's degree, Travis was hired by CBP as a full time employee working on container security and customs related issues until enrolling in law school at George Washington University and ultimately returning to the agency with the Office of Chief Counsel.

In early 2017, Travis joined the Office of the Commissioner as a Senior Counselor to Kevin McAleenan. In that role, his portfolio included trade and international affairs, a portfolio he subsequently retained in a similar role for the Department of Homeland Security when Mr. McAleenan was named the Acting Secretary. In December of 2019, Travis returned to CBP and assumed the role of Director of Trade Modernization within the Office of Trade. In this capacity he leads several future leaning projects such as the 21st Century Customs Framework, the Global Trade Specialist process, and a re-imagination of consequence delivery.



Africa R. Bell
Director, Base Metals Center for Excellence and Expertise
Chicago Field Office, Office of Field Operations
U.S. Customs and Border Protection

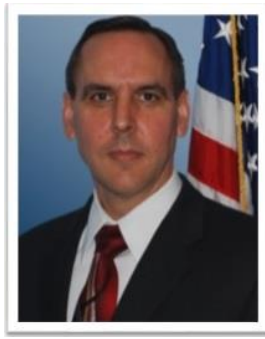
Ms. Bell has served as the Director for the Base Metals Center since December 2016, where she manages and directs the administration and enforcement of trade laws and regulations governing the importation process for the base metals industry.

During her tenure as Center Director, Ms. Bell served as Acting Area Port Director, for the Area Port of Chicago. During this temporary assignment, Ms. Bell led the full array of passenger and cargo services for Chicago O'Hare International and Milwaukee International airports and their underlying ports. In 2019, Ms. Bell served as Acting Director for the Enforcement Operations Division, Trade Remedies Law Enforcement Directorate in CBP's Office of Trade where she managed CBP's e-Allegation and Enforce and Protect Act initiatives.

Prior to assuming the role of Center Director, Ms. Bell served as Senior Advisor and Acting Deputy Chief of Staff to the Commissioner and Deputy Commissioner of U.S. Customs and Border Protection. Before joining the Commissioner's office, Ms. Bell served as the Deputy Assistant Director for Trade Operations and the Acting Deputy Director for the Base Metals Center in the Chicago Field Office, where she oversaw trade operations in Chicago and the pilot phase of the Base Metals Center.

Throughout her career with CBP, Ms. Bell has served in several positions focused on advancing CBP's trade mission. These positions include, Operations Specialist at Los Angeles Field Office and Supply Chain Security Specialist with the Customs-Trade Partnership Against Terrorism (C-TPAT) program. Additionally, she implemented and managed the African Growth and Opportunity Act (AGOA) technical assistance program while serving as a program manager in the Office of International Affairs.

Ms. Bell served with the Department of State as a Presidential Management Intern. She began her federal service career in 1993 as a student hire with the U.S. Customs Service. Ms. Bell is a native of southern California and earned a Bachelor's degree in Journalism and a Master's degree in Public Administration from California State University at Long Beach.



James Byram
Executive Director, Trade Transformation Office, Office of Trade
U.S. Customs and Border Protection

Jim Byram is the Executive Director of the Trade Transformation Office (TTO) at U.S. Customs and Border Protection (CBP) in Washington, D.C. In this role, Mr. Byram is responsible for providing CBP integrated business support services for the development, sustainment and modernization of automated import/export processing systems and transformation initiatives critical to executing and advancing the trade mission.

Previously, Mr. Byram served as Deputy Executive Director, Cargo Systems Program Directorate (CSPD), for the Office of Information and Technology in Enterprise Services. In this role, he led five divisions responsible for overseeing the delivery and sustainment of technology solutions that support the security of the international supply chain, foster U.S. economic competitiveness, intercept threats at the border and expedite cargo movement. He led cargo systems application development and was responsible for modernization of the legacy CBP systems by integrating them into the Automated Commercial Environment platform (ACE). In this effort, he led a 150-member team in the transition to Agile development for implementing the “single window” import-export tracking system. This system streamlines and automates processes, making it easier for the trade community to comply with trade laws and strengthening border security.

Mr. Byram has worked for CBP as a contractor or Government staff member for over 20 years. He received the DHS Information Technology Professional of the Year Award in 2016, and the CBP Commissioner’s Award for Trade and Facilitation in 2012 and 2017. He earned a master’s certificate (Project Management with a Concentration in IT Project Management) from George Washington University and is a certified Project Management Professional (PMP).



John Drake
Executive Director, Supply Chain Policy
U.S. Chamber of Commerce

John Drake is executive director for supply chain policy at the U.S. Chamber of Commerce. Drake oversees the development and implementation of the Chamber's supply chain policy priorities and represents the Chamber before Congress, the administration, the business community, and other stakeholders.

Drake coordinates with Chamber member companies and the business community to educate policymakers in Congress, the federal government, and the international community on the challenges and opportunities facing ports of entry and global supply chains. He also leads the Chamber's Supply Chain Security Working Group, a group of companies and associations promoting the modernization of global supply chains and cross-border trade, through trade facilitation, enhanced shipping and logistics, improved transportation security, and the support of emerging technologies.

Drake comes to the Chamber from Amazon, where he was a senior manager for public policy. He coordinated segments of Amazon's business with regulators at the Department of Transportation, the Environmental Protection Agency, and Congress.

Prior to Amazon, Drake was a senior appointee at the Department of Transportation. There he led the government affairs office of the Federal Motor Carrier Safety Administration, served as a deputy assistant secretary for transportation policy, and was deputy administrator to the Pipeline and Hazardous Materials Safety Administration. He also spent nearly 10 years on Capitol Hill, including as a professional staff member to the Senate Commerce, Science, and Transportation Committee and the House Transportation and Infrastructure Committee. In addition, he was the American Trucking Associations' top representative to the Senate.

Drake holds a bachelor's degree in philosophy from the University of California, Santa Cruz. He lives in Alexandria, Virginia, with his wife and two children.



Ted Sherman
Senior Director, Global Trade Operations
Medtronic

Ted has led the Global Trade Operations team at Medtronic since January 2018. In this role, he is responsible for Enterprise-wide programs such as Export Controls, Country of Origin, Free Trade Agreements, Trade Systems, and Duty Strategy. Ted is the Trade Operations Enterprise Process Owner under Medtronic's Supply Chain Transformation initiative, a multi-year effort to design and deploy a new operating model for Medtronic's trade functions globally.

Prior to joining Medtronic, Ted led a team of 100 team members at Target, responsible for all trade operations and compliance activities for the second-largest importer of container freight in the US. He is on the Executive Committee of the American Association of Exporters and Importers, and is the past chairman of the Business Alliance for Customs Modernization and the past co-chair of the Commercial Operations Advisory Committee (COAC). Ted received his BA in History and German from the University of Notre Dame, and his MBA from the University of Chicago.