



E-Commerce Session
Thursday, September 10, 2020



Valarie M. Neuhart
(Welcome and Introductions)
Deputy Executive Director, Office of Trade Relations
U.S. Customs and Border Protection

Valarie M. Neuhart is the Deputy Executive Director for the Office of Trade Relations, in support of the Office of the Commissioner, U.S. Customs and Border Protection (CBP). She supports the coordination of outreach efforts to elevate trade and Partner Government Agency (PGA) integration and readiness. Mrs. Neuhart leads the management of the Commercial Customs Operations Advisory Committee (COAC) and User Fee Advisory Committee (UFAC). She accompanies the Acting Commissioner in Trade Roundtables and other trade engagement efforts in order to provide and receive updates to/from Key Stakeholders. She works proactively with PGAs via the Border Interagency Executive Council (BIEC) framework to achieve coordinated border management and to provide a holistic understanding of the state of the PGA stakeholder base. The office is an executive-led staff level team that provides integrated program management, a comprehensive, rounded picture of the collective CBP activities and initiatives, and outreach via Trade Symposiums, Trade Days, and Small Business events.

Within CBP's Office of Trade, Mrs. Neuhart served as the Director of the Interagency Collaboration Division. She was also instrumental in overseeing the development of the Single Window Initiative. Mrs. Neuhart has also served as a Director of the Trade Operations Division, in Cargo and Conveyance Security, Office of Field Operations. Her CBP field experience consists of Import Specialist and Import Specialist Team Leader in the Port of Port Huron and the LA/LB Seaport.



William A. Ferrara
(Keynote Speaker)

**Executive Assistant Commissioner, Office of Field Operations
U.S. Customs and Border Protection**

William A. Ferrara has served as the Executive Assistant Commissioner, U.S. Customs and Border Protection (CBP), Office of Field Operations (OFO) since August 30, 2020. In this role, Mr. Ferrara oversees more than 32,000 employees, including more than 28,000 CBP Officers and CBP Agriculture Specialists. He manages an annual budget of \$6.5 billion for operations at CBP's ports of entry and numerous programs that support national security and the facilitation of lawful travel and trade.

From July 2019 to August 2020, Mr. Ferrara served as the Executive Assistant Commissioner, Operations Support, where he provided leadership and direction across six subcomponents with a broad spectrum of capabilities to support CBP operations and enable mission execution; these included: Office of Intelligence; Information and Incident Coordination Center; Laboratories and Scientific Services; Law Enforcement Safety and Compliance; Office of International Affairs; Planning, Analysis, and Requirements Evaluation Directorate.

From 2016 to 2019, he served as the Director of Field Operations (DFO) for the Boston Field Office, where he oversaw CBP operations of the New England six-state region, directing the activities of 1,100 employees and overseeing the arrival of more than 9.5 million international travelers and over \$61 billion in imported goods. Additionally, Mr. Ferrara served as DFO for the Chicago Field Office, leading the activities of more than 1,100 employees throughout most of the Midwest, covering 32 ports of entry, 8 user fee airports, an international mail facility, and 3 express consignment hubs in 12 states.

While stationed in Washington, D.C. from 2011-2014, Mr. Ferrara served in various roles in OFO to include: Acting Executive Director; Admissibility and Passenger Programs; Acting Executive Director of Mission Support; the Deputy Executive Director, Planning, Program Analysis, and Evaluation, and Director of Logistics. Before arriving in D.C., Mr. Ferrara held numerous positions in the Boston Field Office.

Mr. Ferrara began his Federal career with the U.S. Customs Service in 1989 as a Customs Inspector, stationed on the southwest border at the Calexico Port of Entry. He holds an Associate of Arts degree in Business from the Community College of Rhode Island, and is a graduate of the CBP Leadership Institute at the University of Chicago Booth School of Business.



Thomas Overacker
(Moderator)
Executive Director
Cargo and Conveyance Security, Office of Field Operations
U.S. Customs and Border Protection

Mr. Overacker currently holds the Senior Executive Service position of Executive Director, Cargo and Conveyance Security, Office of Field Operations, in Washington, DC.

In this key role, Mr. Overacker provides leadership for all aspects of CBP's cargo processing and trade operations at Ports of Entry and Centers of Excellence and Expertise (Centers). He oversees non-intrusive inspection and radiation detection technology for the agency; policies and procedures for cargo verification and cargo control; and for trade compliance. He also directs the Customs - Trade Partnership against Terrorism (C-TPAT), and the Container Security Initiative (CSI).

Prior to this appoint, Mr. Overacker served as the Assistant Director of the National Targeting Center (NTC) – Cargo Division where he oversaw daily operations for tactical targeting of high-risk cargo. He was responsible for developing and implementing risk assessment methodologies for all cargo related targeting activities, including oversight of the Automated Targeting System cargo modules. He established the Integrated Trade Targeting Network, an operational network between all of CBP's targeting assets to improve communications, coordinate actions, and standardize procedures for more effective enforcement. He guided the NTC's international targeting fellowship as well as international and industry engagements, and played a critical role in the Air Cargo Advance Screening pilot and CBP's collaboration with the Transportation Security Administration.

Mr. Overacker began his career with the U.S. Customs Service in 1997 as an Import Specialist in Cleveland. He has held various leadership positions throughout his career. While part of the Office of Trade, Mr. Overacker led the project team that created CBP's industry-based Centers of Excellence and Expertise that replaced the service port as the organizational structure and operating model for processing trade. He also served as Operations Manager in the Office of Intelligence where he managed programs for security targeting, and laid the groundwork for integrating the latest intelligence information into CBP's targeting methodologies.

Mr. Overacker graduated from Kent State University with a Bachelor of Arts degree in International Relations. He is a 2018 graduate of the American University, Key Executive Leadership Certificate Program.



Ted Henderson
Director Customs, United States
Expeditors International

Ted Henderson is Director Customs, United States for Expeditors International and is responsible for the strategy, structure, and operations for Expeditors' US Customs product. Mr. Henderson has over 25 years of experience in the field of international trade compliance and over his career has been responsible for a number of areas and initiatives, including Customs brokerage, global trade compliance, government-business supply chain security programs and US Foreign Trade Zones.

Prior to joining the customs brokerage/freight forwarding service industry, Mr. Henderson was the corporate Customs compliance manager for a hi-tech company and he started in the industry as an Import Specialist with the US Customs Service. He is a licensed US Customs broker, a graduate of the University Of Washington Jackson School Of International Studies, and a US Army veteran.



Rory Heslington
International Trade Policy Advisor
U.S. Senate Committee on Finance

Rory Heslington serves as International Trade Policy Advisor to the U.S. Senate Committee on Finance, under Chairman Grassley. Rory joined the Finance Committee in January 2015 advising on international trade matters, including: trade negotiations, digital trade, e-commerce, customs, trade facilitation, and other policy areas. Prior to joining the committee, Rory worked in the private sector managing political polling and market research projects, as well as in the leadership development industry.

Rory earned his M.B.A. from the Carlson School of Business, and a B.S. in Political Science and International Relations from Utah Valley University.



Brandon Lord
Deputy Executive Director
Trade Policy and Programs, Office of Trade
U.S. Customs and Border Protection

Mr. Lord serves as the Deputy Executive Director of CBP's Trade Policy and Programs directorate and is responsible for policy, enforcement priorities, and stakeholder outreach related to CBP's Priority Trade Issues. He also oversees CBP's two ongoing data pilots the Section 321 Data Pilot and the Entry Type 86 test that cover de minimis/e-Commerce shipments. Mr. Lord also directs teams responsible for the implementation, enforcement, and stakeholder communications related to Section 201, 232, and 301 trade remedies enacted by the Department of Commerce and the Office of the United States Trade Representative.

Mr. Lord has been working for CBP for over ten years. His experience includes providing technical trade advice and guidance as well as conducting data analyses to identify risk areas in global supply networks. Since 2011, he has held a variety of roles within CBP's trade enforcement mission where he has designed national enforcement operations to combat trade evasion schemes. He also serves as a leading voice within CBP on risk management and is regularly consulted regarding import targeting strategies and potential data system enhancements to better identify risk.



James Swanson
Director, Cargo Security and Controls
Cargo and Conveyance Security
U.S. Customs & Border Protection
Office of Field Operations

Jim Swanson is currently serving as the Director, Cargo Security and Controls division for CBP's Office of Field Operations. In that capacity, he has responsibility for cargo release, bonded facilities, ACE liaison, as well as all cargo export oversight. He has previously served as the Area Port Director, Baltimore, MD and as a program manager and Branch Chief over cargo issues as well as a program manager on the ACE project.