



**NATIONAL INSTITUTE
FOR WORLD TRADE**
TRAINING THE WORLD

Export Operations & Regulations Virtual Seminar September 29 – October 1, 2020

Presenter Bios



Thomas Cook

Tom is Managing Director of Blue Tiger International, (bluetigerintl.com) a premier international business and management consulting/training company on leadership, general management, strategic planning, supply chain, freight operations, port and terminal services, risk management, divisional alignment, trade compliance, purchasing/sourcing, global trade, E-Commerce, logistics and business development/sales. He has been working for many industry verticals in mitigating the impact of duty and tariffs in global trade. Since 2017, this

initiative has included the 232 & 301 Tariffs.

Tom is the former CEO of American River International in New York and Apex Global Logistics Supply Chain Operation in Los Angeles. He has over 30 years' experience in assisting companies all over the world manage their business models, supply chain risk and spend, sales and business development, purchasing, business decision-making, vendor/contract management and import/export operations.

Tom is also the Director of the National Institute of World Trade (niwt.org) a 30-year-old educational and training organization, based on Long Island. He has authored over 19 books on Business Management, Global Trade and Business Development, Import and Export Management. Tom is a frequent lecturer and keynote speaker as well as a professor/teacher and course developer at State University of New York at Stony Brook, City of New York at Baruch College and the Fashion Institute of Technology in NYC as well as an instructor for American Management Association (AMA).

Tom graduated from Maritime College where he holds both a BS and MS/MBA in international transportation management. He additionally received his commission in the US Navy where he served from 1971-1984, honorably discharged.

Tom also founded and chairs Soldier On (soldieronathome.org) a non-profit organization engaged in helping wounded combat veterans, wounded combat dogs and supporting specially trained dogs to assist soldiers with PTSD.



Kelly Raia

Kelly is a licensed customhouse broker and trade compliance specialist working for numerous companies assisting them in managing their import and export trade activities. Kelly was formerly a Vice President at American River International and is now the Managing Director for Blue Tiger International in New York. She is also involved with numerous companies as their “outsourced” Trade Compliance Manager.

Kelly is a specialist in both import and export compliance, logistics and supply chain management. Many companies depend upon her expertise in facilitating their export sales or import purchasing. Kelly is a frequent lecturer and instructor on compliance and logistics and is a published author.

Michael Perry, Department of Commerce/Bureau of Industry and Security

Michael has 25 combined years of law enforcement experience, ten years as a Deputy Sheriff followed by 15 years as a Federal Agent. Michael also has 25 years of military experience both active and reserve serving in the U.S. Army and U.S. Navy, as a retired Chief Petty Officer.



Susan Sadocha

Susan is Director of the U.S. Department of Commerce’s Commercial Service Long Island office, has spent the majority of her career in public service within the international trade and development arena. Currently, Ms. Sadocha works with US companies located throughout Long Island, NY in various sectors as they look to expand their sales and enter new markets abroad. Before joining the

Commerce Department, Ms. Sadocha held various policy and programmatic positions within the U.S. Department of Agriculture’s Foreign Agricultural Service (FAS) in Washington, D.C., and managed several portfolios to promote US exports and international cooperation and development activities, including managing the Norman Borlaug International Fellowship Program, liaising with international organizations such as the OECD, IICA and FAO, and evaluating USDA global food assistance programs. A native of the South Shore of Long Island, Ms. Sadocha has also held a director position at AFS-USA, a leader in inter-cultural exchange programs. Ms. Sadocha possesses a Master’s Degree in International Relations from Boston University, and a Bachelor’s Degree in International Studies from Long Island University.