



Designing High-Performance Trade Compliance Programs Through Hybrid Automation & Expert Oversight

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Meet Our Presenters



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What We'll Cover

- ❑ Opening & intent setting
- ❑ Why trade compliance must evolve
- ❑ The case for a hybrid operating model
- ❑ Fire fighting vs. fire prevention (and why both matter)
- ❑ The three pillars: Automation, expert oversight & internal ownership
- ❑ Rolling implementation: Accelerating time to value
- ❑ Real-world applications & client stories
- ❑ A practical framework for modern compliance programs
- ❑ Action plan: What attendees can implement now
- ❑ Closing thoughts & key takeaways



About Copper Hill



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A Look Into Our Trade Compliance *Solutions.*

Copper Hill is your trusted partner for navigating the ever-evolving landscape of global trade compliance. We combine **cutting-edge global trade management (GTM) software with expert service teams** to empower businesses with holistic tools to work smarter and stay compliant in a rapidly changing global market.

Our team of experts, strategically located across offices in Michigan, Florida, North Carolina, Mexico, Poland, and India, delivers comprehensive managed services for customs compliance, including foreign-trade zone operations, free trade agreements, import/export classification & valuation, broker management, post-entry, audit support, general consulting, and more.

Founded in 2014 by Jenae Ciecko, Copper Hill was built on a commitment to providing best-in-class and industry-agnostic trade compliance expertise.

Our Reach

6

GLOBAL OFFICES

350+

EMPLOYEES

2,750+

YEARS OF COMBINED
INDUSTRY EXPERIENCE

20+

INDUSTRIES
SERVED



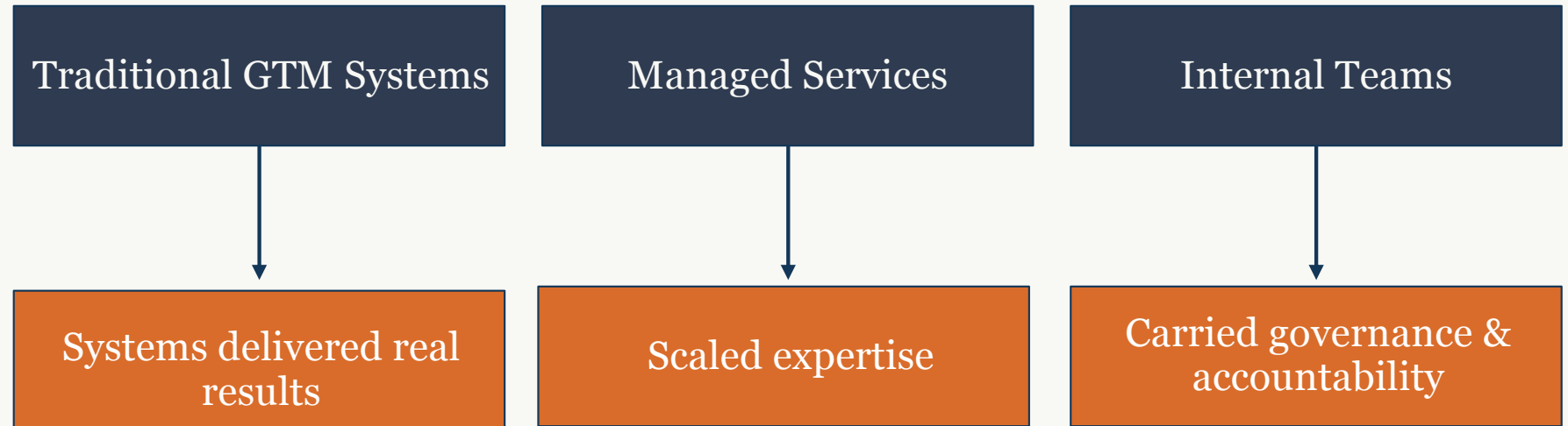
Setting the Stage



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Respecting the Foundation

We built on what worked



The Environment Shifted

Trade environment changed faster than the model



Data-driven environment



Higher duty exposure

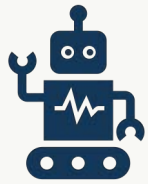


Fire fighting & fire prevention *(at the same time)*



Why Hybrid Works?

The most resilient programs are hybrid



Automation →
scale, consistency, transparency



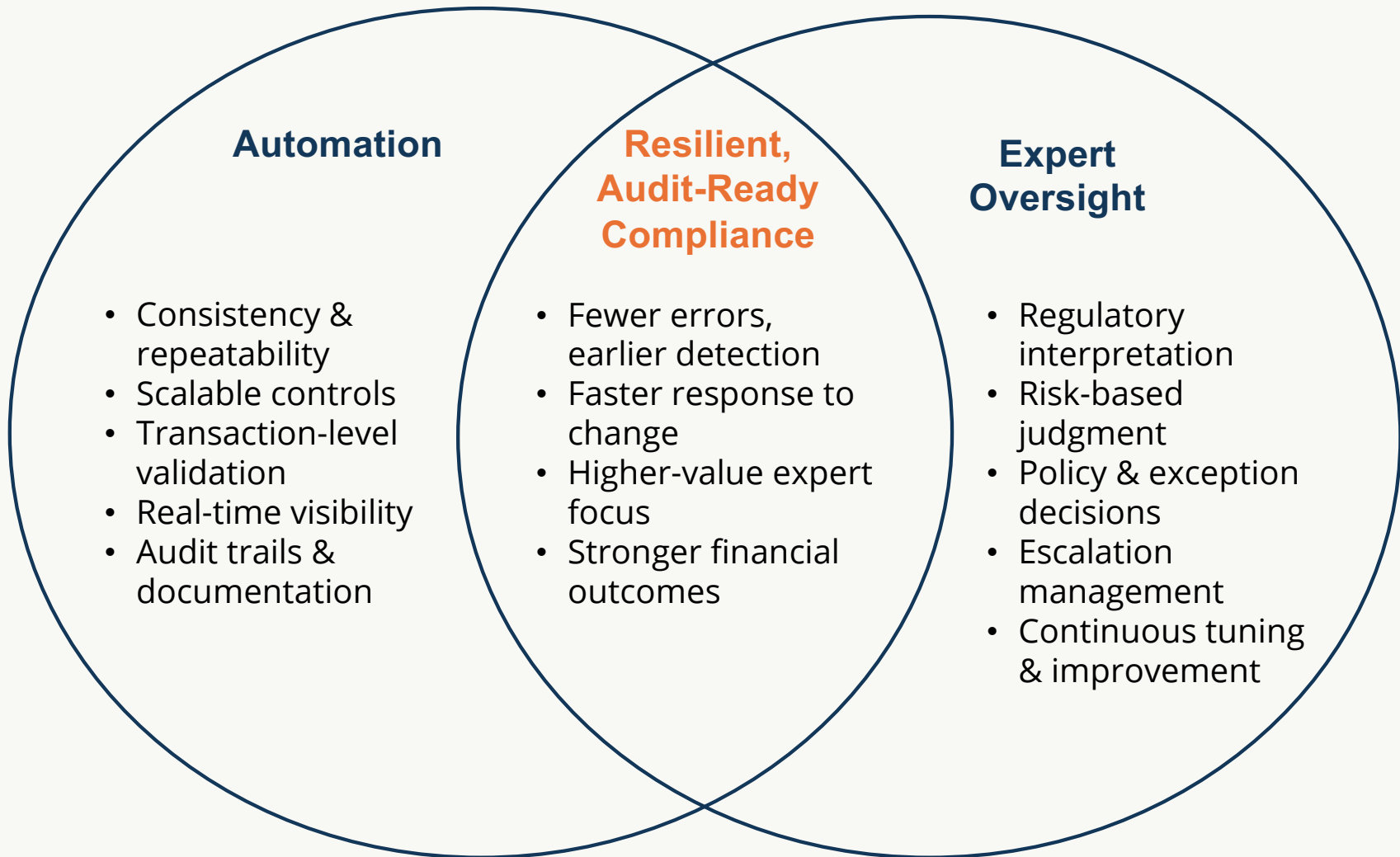
Expert oversight →
interpretation, risk, judgment



Internal ownership →
governance, accountability, culture

Let's dive deeper





The background image shows two workers in a container yard at dusk. One worker is wearing a high-visibility vest and a hard hat, and the other is wearing a dark jacket and a hard hat. They are standing in front of a large stack of blue and red shipping containers. The scene is dimly lit, with a blue and purple color palette.

Why Hybrid *Now*?



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Fire Fighting + Fire Prevention

The Dual Mandate

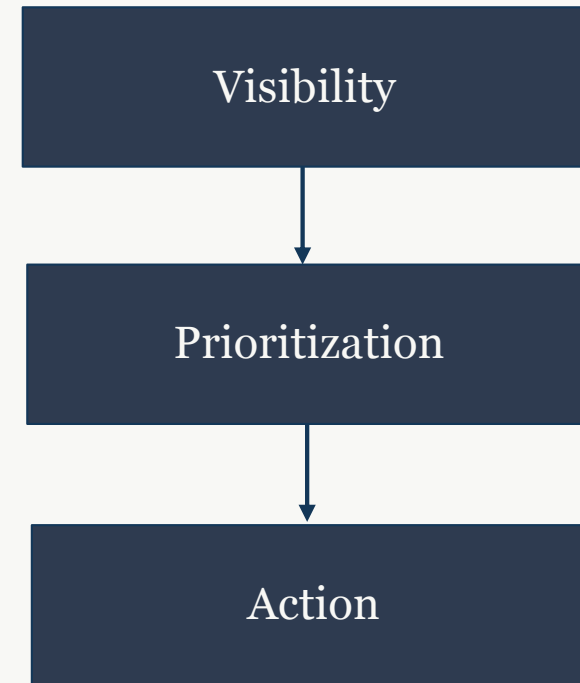
- CF28s, UFLPA, classification flags
- Audits, controls, analytics, future risk
- Both must happen — simultaneously



Financial Prioritization is Mandatory

“Is the juice worth the squeeze?”

- Duty exposure is higher
- Resources are finite
- Visibility drives prioritization



Not Replacing the Old

This is acceleration, not disruption

- Same control intent
- Faster execution
- Greater adaptability



The Hybrid Operating Model

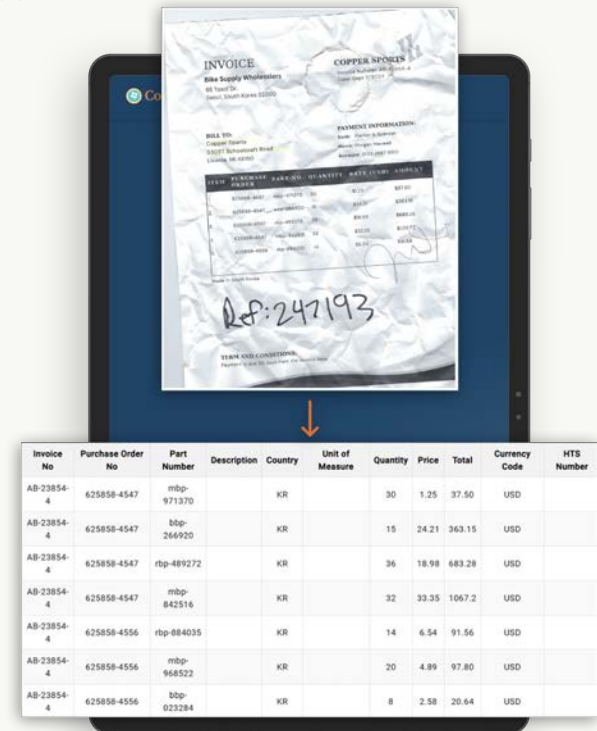


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Pillar #1 - Automation

Automation scaled control without diluting it

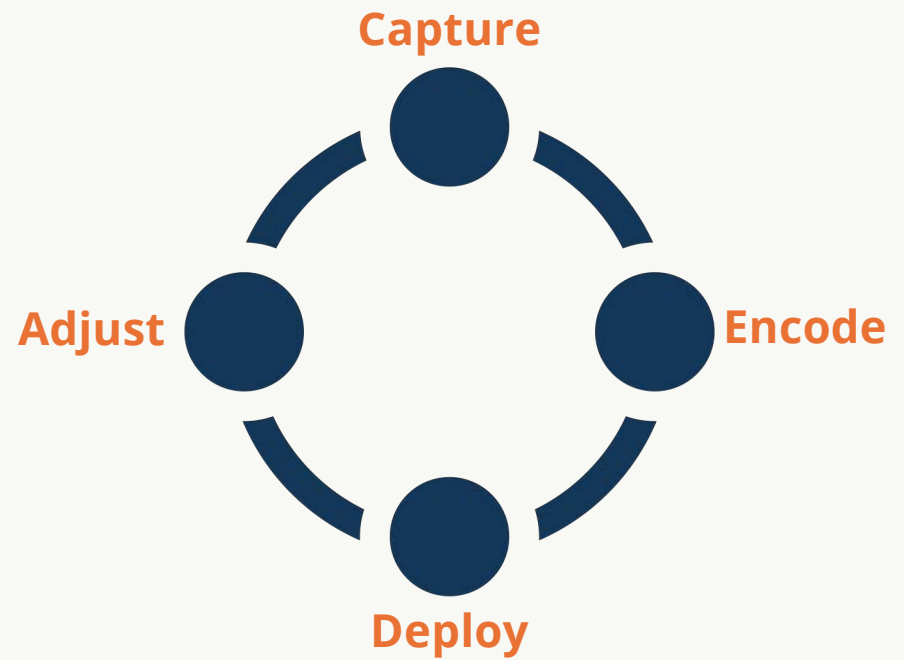
- Consistency & transparency
- Exception-based review
- Rolling deployment in weeks



Tariff Inflection Point

When conditions changed, the model held

- Experts captured new tariff logic
- Tools absorbed repeatable work
- Humans focused on edge cases



Pillar #2 – Expert Oversight

Judgment scaled when it designs the rules

- Experts define logic & escalation
- Continuous tuning as conditions shift
- Counsel focuses on high-risk strategy



Pillar #3 – Internal Ownership

Governance stays where it belongs

- Change control
- KPIs & thresholds
- Culture & accountability



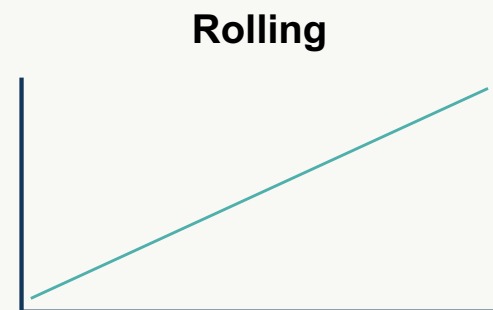
Rolling Implementation



Rolling vs. Traditional

How rolling implementation accelerates ROI & value

- No waiting for “full go-live”
- Immediate stability and visibility
- Financially driven sequencing



Day One Automation

Automation starts on day one

- Expert-designed checks available immediately
- Reduced manual workload
- Early audit alignment



Strategic Posture

From survival to strategy

- Immediate risk reduction
- Expanding capability over time
- No disruption to operations





A Real-World Example



Practical Framework



The Framework

A practical hybrid framework

1. Assess
2. Stabilize
3. Prioritize
4. Embed Experts
5. Govern Internally
6. Iterate



Framework + Narrative (pt. 1)

How this works in practice

- **Assess** → Understand volume, data quality, and risk drivers. You don't automate blindly; you ground truth first.
- **Stabilize** → Apply proven controls to high-volume work. This is about stopping downstream corrections and chaos.
- **Prioritize** → Focus on exposure, not effort. Remember the “juice is worth the squeeze” philosophy?



Framework + Narrative (pt. 2)

How this works in practice

- **Embed experts** → Route ambiguity to judgment; repeatability to rule. This is the hybrid handoff point.
- **Govern internally** → Own change control, thresholds, and KPIs. Hybrid strengthens internal leadership – it doesn't outsource it.
- **Iterate** → Capture change, encode, and redeploy. This is how you keep up with tariffs, enforcement shifts, and policy changes.





Actionable Items



Your First 30 Days

What to do when you leave this room

Stabilize one control

Automate the logic

Prioritize by exposure

Define decision ownership

Track three metrics

Wrapping Up



Closing Reflection

We didn't replace judgment – we scaled it



Expertise gave us depth

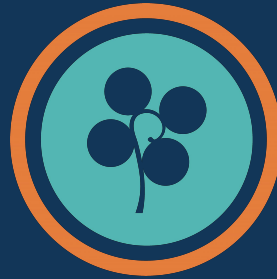


Technology gave us speed



Hybrid gave us resilience





Thank you!



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