



Export Compliance Solutions & Consulting

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Karma Ruiz

Karma E. Ruiz, Licensed Customs Broker, is the founder and President of World Wise Consulting Inc., a firm specializing in Customs and FDA compliance, duty audits, drawbacks, compliance programs, security and logistics management for both TSA and C-TPAT. Currently in charge of a consulting company, she is active on the board of directors with the Florida Customs Brokers and Forwarders Association and participates in all quarterly meetings with Customs and Border Protection to ensure that the trade community's voice is heard on all regulation matters. Ms. Ruiz's background includes post entry work, comprehensive duty audits, drawback program set-up, C-TPAT certifications for several large importers and forwarders, logistics management, and US Customs issue resolution.

Ms. Ruiz brings significant experience in working with regulating entities and the development of processes for clients to understand and operate within those guidelines. In addition to the development and implementation of comprehensive compliance programs, Ms. Ruiz has audited several companies' operational procedures under these programs, has significantly reduced their exposure and has mitigated penalties after developing integrated points of verification for the prevention of additional violations. Ms. Ruiz has traveled to Europe, Central America, South America, as well as extensively in North America in these endeavors.

Professional Experience:

- Security Program Development for TSA's CCSP
- Regulatory Compliance Programs
- Customs Broker Training Instructor
- C-TPAT Supply Chain Risk Assessments
- Government Affairs at Capitol Hill
- Trade Missions to Central and South America to speak on behalf of FDA
- Long Beach - West Basin Port Project
- Development and implementation of the compliance department to monitor all entries going to customs and review of classification prior to payment of duties.
- Facilitated large importer with acquisition of CBI and 9802 programs.

Presentations, Research and Publication:

“CCSP, TSA and Cargo Security,” Trade Resource Guide

“TSA Industry Outreach,” Florida Customs Brokers and Forwarders Association, speaker in conjunction with TSA TSNM Gary Lupinacci

“C-TPAT, The Current Transformation” – Trade Resource Guide

“C-TPAT and Regulatory Compliance,” Air Cargo Americas, Moderator for Supply Chain Specialist Ms. Tammy Lacy

“Leading Women in Florida Transportation,” Florida Shipper:

“C-TPAT – Passing Validation with Flying Colors,” FCBF Speaker

“C-TPAT Update” NCBFAA, Moderator for Todd Owen, Director of Cargo Conveyance and Security

“Protecting Our Supply Chain,” Airwaves Magazine

“Logística de Transporte para exportar Productos Perecederos a Estados Unidos bajo la Ley del Bioterrorismo,” Trade Mission to Managua Nicaragua- speaker on behalf of FDA

“C-TPAT – A Gift from 9-11,” Airwaves Magazine