



k.spires@hotmail.com



+55 11 98995-8719



<https://www.linkedin.com/in/katia-m-a27b96282>



KATIA S. PIRES MOREIRA

Import and Export Coordination Cross Border Specialist

EDUCATION

IN PROGRESS

- Postgraduate – Strategic Planning and Management – Claretiano

2008 - 2010

- Management Development Program – BSP – Business School São Paulo

DEC / 1995

- Bachelor’s Degree in International Trade – Faculdade Tiberiçá

LANGUAGES

Advanced English



Basic Spanish



QUALIFICATIONS

- Over 33 years of experience in International Trade at large multinational industries, with operations across all continents, bringing experience with intercultural teams and a focus on customs procedure exchange
- Development of logistics partners aiming to optimize costs, reduce lead time, and ensure excellent performance (e.g., switching customs broker to reduce costs, Global Ocean Bid, and international freight cost reduction).
- Implementation of quality standards and continuous performance improvement through root cause analysis, action planning, and execution using WCM, Kaizen, and PDCA methodologies. Active participation in two Linha Azul audits, ensuring certification maintenance.
- Management of complex projects from planning to final execution, such as: dedicated tanker ship operation to avoid supply disruption during plant maintenance; new import model to reduce costs and improve productivity; Comex Portal for eliminating non-value-adding activities; Siscomex Web system adaptation; reuse of empty containers (import/export); cargo consolidation in China with freight cost reduction and container space optimization.
- Leadership in SAP system implementation integrated with the Foreign Trade System (PWCE).
- Liaison with MDIC for Siscomex News publication in May/2015, establishing procedures for Dumping operations with Drawback, demonstrating close relationship with federal agencies alongside the Institutional Relations team.
- Problem-solving mindset, clear communication, result-oriented presentations to management, and strong leadership skills.

PROFESSIONAL EXPERIENCE

SHEIN - São Paulo, SP

(E-commerce) Cross Border Specialist - Mar/2024 to now

- Manage an end-to-end customs clearance process
- Monitor daily operations performance, identifying opportunities for process improvement
- Analyze bottlenecks, determine root causes, and drive resolution actions
- Define and implement strategic plans for Peak season and holidays
- Develop allocation strategies for different clearance channels
- Develop and standardize Standard Operating Procedures (SOPs)
- Leverage strong data analysis skills
- Manage outsourced clearance systems and payment solutions
- Monitor customs authorities and regulatory updates to maintain full compliance for self-clearance warehouse and couriers
- Coordinate closely with Government Relations, Legal, Tax.

GDC Alimentos & Ecil Trading – São Paulo, SP

Import and Export Coordinator – Nov/2019 to Feb/2023

- Led a team of 8, responsible for managing the entire Import and Export process.

DUFREY LOJAS FRANCAS Ltda – Guarulhos, SP

(Retail multinational present in 64 countries)

Import Coordinator – Jul/2016 to Jun/2019

- Managed a team of 7, responsible for import process and customs operations.

WHIRLPOOL S.A – Embraco Unit – Joinville, SC

(Multinational manufacturer of hermetic compressors, 30 million units/year, ~11,500 employees in 6 countries, Linha Azul certified)

Import Coordinator – May/2013 to Mar/2016

- Led a team of 7, managing all import and customs activities, including taxes and fees.
- Focused on process improvement, logistics performance, and internal customer synergy.
- Developed an export manual for suppliers to reduce documentation errors.
- Achievements:
 - Implemented cargo consolidation at origin with 20+ suppliers, reducing logistics costs by over 20% and shipments by 20%.
 - Led packaging redesign reducing customs clearance time by 4 days and warehouse costs by 15%.
 - Ranked 8 times in 2015 among top performers in southern airport logistics with a 15-hour clearance average.
 - Maintained Linha Azul with 99% green channel shipments, saving USD 200K annually.
 - Managed logistics and transport service payments (~USD 500K/year) with improved internal controls.
 - Ensured production continuity during the Sept/2013 fire in São Francisco do Sul.

EATON Ltda – Hydraulic Components and Systems – Guarulhos & Guaratinguetá, SP

(Multinational chemical company, 30,000+ employees in 25 countries) Foreign Trade Coordinator – Dec/2006 to Dec/2010

Import Analyst – Oct/1999 to Nov/2006

- Led a team of 4 in operational activities and Back-to-Back trade operations.
- Structured Back-to-Back processes in Latin America and interfaced with US plants.
- Participated in Linha Azul audits for 2 units.
- Contributed to implementing the Sysfamily-Softway Foreign Trade System.

EVONIK DEGUSSA BRASIL Ltda – São Paulo, SP

(Multinational chemical company, 30,000+ employees in 25 countries) Foreign Trade Coordinator – Dec/2006 to Dec/2010

Import Analyst – Oct/1999 to Nov/2006

- Structured and managed the import department, overseeing raw materials, finished goods, spare parts, and samples (~EUR 70M annually, 250 containers/month).
- Created KPIs and management reports; developed procedures and service provider tests.
- Led classification review of 800 products to mitigate future tax liabilities.
- Monitored special customs regimes (Drawback, Temporary Import, Ex-Tariff).
- Handled logistics budget planning for new plant launches.
- Negotiated with service providers (customs brokers, terminals, carriers).
- Participated in import operation mergers (Degussa with SKW, Laporte, Stockhausen, Goldschimid).
- Acted as company representative in ABIQUIM committees on foreign trade procedures.

Courses and Training

Aduaneiras: Exportation; TecWin Training; All About Drawback (Theory & Practice); Administrative and Tax Aspects of Drawback; Import Process Overview

In Company: Lean and WCM Concepts; SAP – Electronic Invoicing; Inventory Management; PWCE Import/Export and Indent; Practical Tax Module; SAP Overview R/3; Material Management R/3

QMS Consulting: Product Classification and Nomenclature

BSP: Negotiation Techniques; Cross-Cultural Negotiation; Strategic Negotiation

Banco do Brasil: International Business Training

Sindirações: MAPA – IN13

FIESP: Harpia and Siscarga Systems Presentatio

Other Activities / Volunteering

- CPM (ONG cidadão pro mundo) English Teacher - Vila Sonia- Ago/2025
- Preparation and distribution of food baskets to underprivileged families – St. Peter's Parish – Guarulhos – since Mar/2019
- Food distribution to the elderly and homeless – St. Joseph the Worker Parish – Guarulhos – Mar/2016 to Feb/2019
- English course mentor in 2008 supporting United Way Brazil – ACJ (Professional training program for young citizens)