

We reach the highest heights by climbing together 

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Welcome to the Elevate+ Summit!

Women in International Trade

PRESENTED BY:



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Thriving as a Woman in International Trade

Peggy Easton & Linda Caro



Evolution of Communication



Carbon Paper



Switchboard



Type Writer



Land Line Phones



Mimeograph
Machine



Air Mail



Evolution of Communication



Telex/Teletype



Fax Machine



Tape Recorder



Pay Phone



Car Phone



Pager



The Beginning





Stepping Forward



Seizing Opportunity





Finding My Niche



Reflections & Advice



Closing



What is This?





Finding My Place in Trade



Building Expertise & Reputation





Educator & Industry Contributor



Entrepreneurship



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Star USA



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Lessons for Women in Trade

Empowered
Women
Empower
Women



A Career I'm Grateful For





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Thank You!

Peggy Easton

Linda Caro

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Roundtable Discussion

Thriving as a Woman in International Trade



Break Time!

Up Next: Tools of the Trade

Be back by 2:30



INTENTIONAL
WEALTH
PARTNERS



Tools of the Trade

Our Top Industry Resources



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The Master Key: Unlocking Career Opportunities Through Education

Mariah Hauser



Why We're Here

Every product you touch— your phone, your clothes, your coffee exists because of international trade

1 in 5 US jobs is tied to international trade

Trade Jobs

There is a growing demand for professionals who understand:

- Export Controls
- Import Compliance
- Global Marketing
- Trade Finance
- Global Supply Chain
- Export Compliance

But there is no single path or formal trade education



Professional Certificates/ Licenses



CGBP

NASBITE International

A Certificate that covers Trade Finance, Global Marketing, Global Business Management, and Global Supply Chain- well rounded



ECoP®

ECTI

A Certificate that specializes in US Export Control regulations- EAR, ITAR, OFAC



Customs Broker License

CBP

Required if you want to act as a Customs Broker, includes import regulations, valuation, classification, duties, etc.



ICC Academy

ICC

A lot of different Certificates to choose from, all focused on Trade. Ex. Incoterms 2020, Certified Trade Finance Professional, Free Trade Agreement Certificate, etc.



Certified US Export Compliance Officer

CBG

CUSECO Certificate focuses on export compliance (ITAR & EAR) for those serving as an empowered official.



Certified Export Specialist

NCBFAA

They have multiple Certificates to choose from: CES, CCS, CZS, MCS, and MES.

Conferences

A great way to expand knowledge, network with others, and learn what others are facing in trade.

INTERNATIONAL TRADE CONFERENCES

- ✓ NASBITE (National Association of Small Business International Trade Educators) Annual Conference
- ✓ ICPA (International Compliance Professionals Association) Annual Conference
- ✓ ATCC (Advanced Topics in Customs Compliance) Conference
- ✓ National Customs Brokers & Forwarders Association of America (NCBFAA) Annual Conference

Webinars

Micro-learning opportunities

- Star USA- monthly webinars & on demand webinars
- Ohio SBDC EAN- ongoing webinars in our network
- NASBITE- ongoing webinars & Trade Passport website
- ICPA- monthly webinars
- ITA/CBP/Census- ongoing webinars & recorded
- Expeditors- multiple webinars per month
- Massachusetts Export Center- ongoing webinars

The Master Key Mindset

Make lifelong learning part of
your professional identity

- **Find Your Next Key**– Identify what will unlock your next level: a new technical skill? leadership experience? a stronger network?
- **Keep Turning the Lock**– Stay curious and updated on global trends, trade policies, and regulations through webinars, conferences, Federal Register, & Daily Bugle
- **Open a New Door in the Year Ahead**– Take one concrete step forward: attend a webinar, earn a certificate, study for a license, or attend a conference.
- **Pass the Key Along**– Share knowledge, mentor peers, and contribute to a more connected and educated community of women in trade.

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Thank You!

Mariah Hauser, *International Trade Specialist*

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The Unexpected Ladder: Climbing Higher Through Job Transitions

Emily Salopeck
November 14, 2025



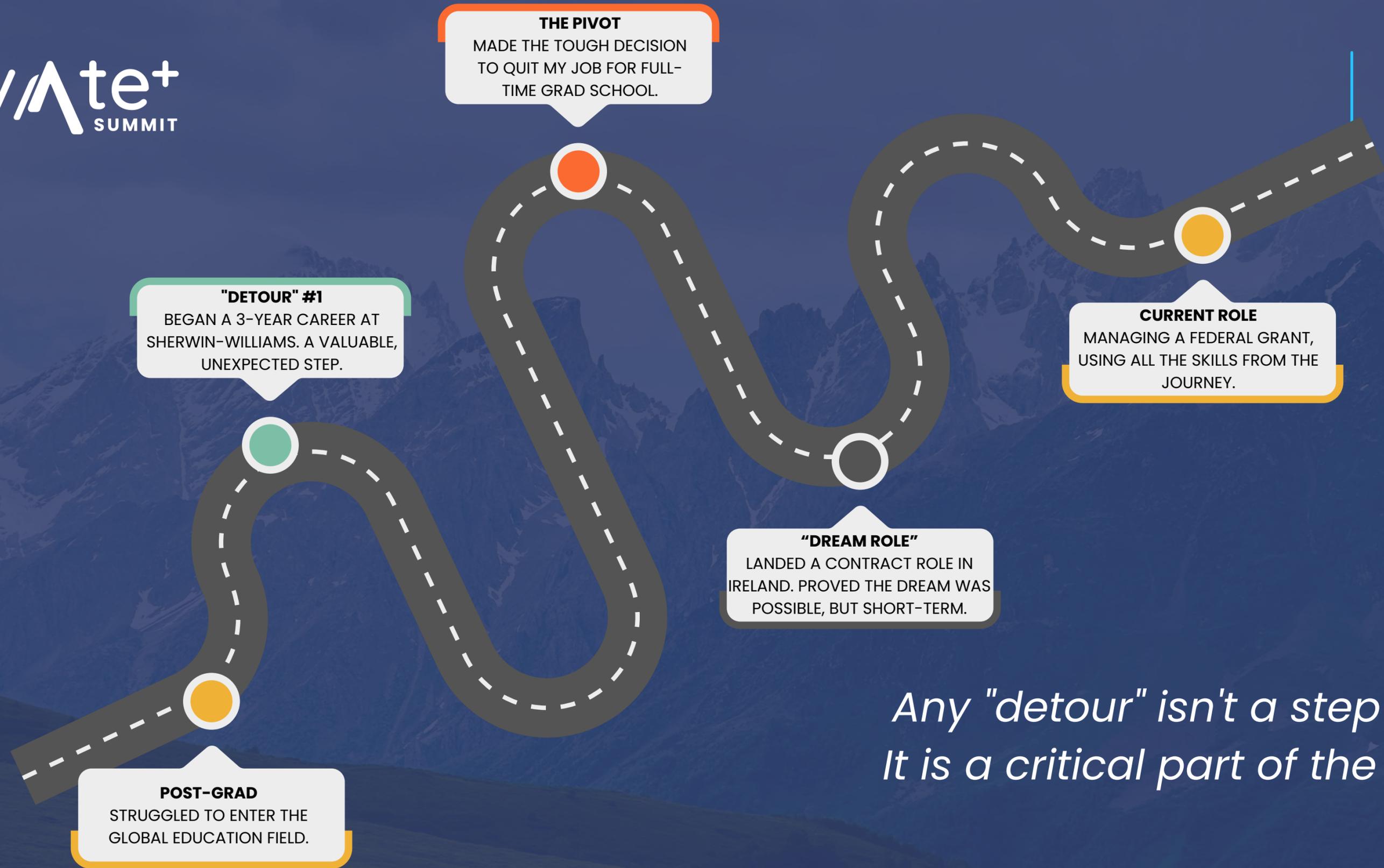
The Power of the Non- Linear Path

- > If your career doesn't look like a clean, straight line, you're not failing
- > Your detours could create your highest value
- > The successful candidates today don't have a single, perfect job title. They have a combined unique experience that perfectly matches an unforeseen need

The Turning Point: Global Education



- > A study abroad program in Sorrento, Italy, completely changed my life
- > It ignited a new passion: a career in global education
- > Then I immediately hit the "straight path" wall: no experience, no entry point
- > ***The goal was clear, but the way up required an unconventional climb***



POST-GRAD
STRUGGLED TO ENTER THE
GLOBAL EDUCATION FIELD.

"DETOUR" #1
BEGAN A 3-YEAR CAREER AT
SHERWIN-WILLIAMS. A VALUABLE,
UNEXPECTED STEP.

THE PIVOT
MADE THE TOUGH DECISION
TO QUIT MY JOB FOR FULL-
TIME GRAD SCHOOL.

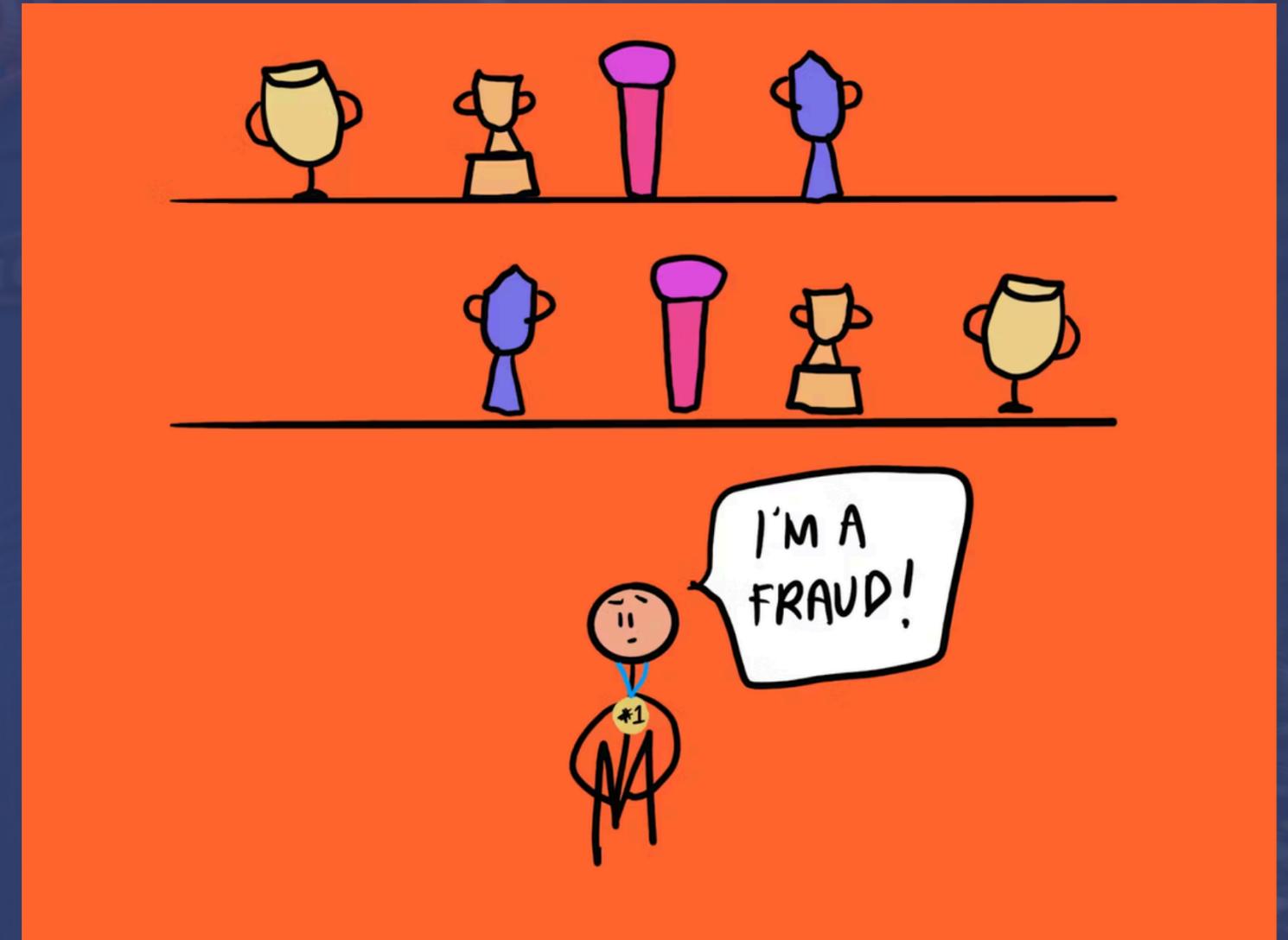
"DREAM ROLE"
LANDED A CONTRACT ROLE IN
IRELAND. PROVED THE DREAM WAS
POSSIBLE, BUT SHORT-TERM.

CURRENT ROLE
MANAGING A FEDERAL GRANT,
USING ALL THE SKILLS FROM THE
JOURNEY.

*Any "detour" isn't a step back.
It is a critical part of the climb.*

Imposter Syndrome: Embrace the Fear

- Imposter syndrome is a psychological phenomenon characterized by persistent self-doubt, feelings of inadequacy, and a fear of being exposed as a fraud despite evidence of success
- According to Forbes, 75% Of Women Executives Experience Imposter Syndrome In The Workplace



*Sources: Forbes, The Decision Lab



Your Toolkit

- Practice Conscious Learning: In every job, actively ask: "What did this teach me about what I value and what I won't tolerate? This clarifies your next pivot"
- Catalog Your Skills: List the hidden, transferable skills from every detour (e.g., corporate budgeting, crisis management, cross-cultural communication)
- Use your unique skill blend to apply for roles that suit you. Your non-linear path is your differentiator, not a drawback
- ***Your journey prepared you. Trust your resilience. Embrace your unique ladder***



Climbing Forward: Your Path is Your Power



Strategic Pivots

Making a tough decision to change fields or return to school is a way to break a career plateau.



Not Letting Fear In Stop You

Embrace the short-term fear for long-term momentum.



Market Research

Every role, especially the one that wasn't a perfect fit, gives you invaluable career experience. Treat these experiences not as mistakes, but as market research for your next move.



Articulate Your Value

Your job is to articulate that value —not apologize for the path you took to get it.



Resume Writing Guide



Professional Summary

- Use 3-4 Lines
- Highlight your value proposition
- Show what you bring to the company



Core Competencies

- Use concise words
- Include technical and soft skills
- 2-3 columns



Work History

- 10-15 years with month and year
- Reverse chronological order
- Summaries older or less relevant roles



Work Experience

- Share quantifiable results
- Use action verbs
- Highlight systems and tools
- Mention global scope



Education & Certifications

- Include all education and degrees
- Relevant certifications
- Dates not necessary

Information from traderecruiting.com. Learn more:





2025 Salary Analysis

- > Companies are returning to in office
- > Trade continues to be a HOT topic
- > The hiring process is taking longer

Trade Compliance Role - Salary Levels



Specialist/Analyst
\$65,000-\$85,000



Senior Analyst
\$75,000-\$115,000



Manager
\$110,000-175,000



Senior Manager
\$150,000-185,000



Director
\$165,000-\$200,000

The salary ranges are from actual TCRS placements. Note, salaries vary based on experience, location, education, and industry.

Information from traderecruiting.com. Learn more:



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Thank You!

Emily Salopeck

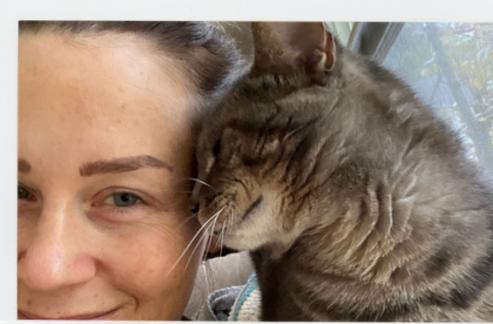
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The Hidden Lever

Elevating your career through
personal branding.

We reach the highest heights by climbing together 



Hello.
I'm Jackie



So, who are you?



Who are you ...really?



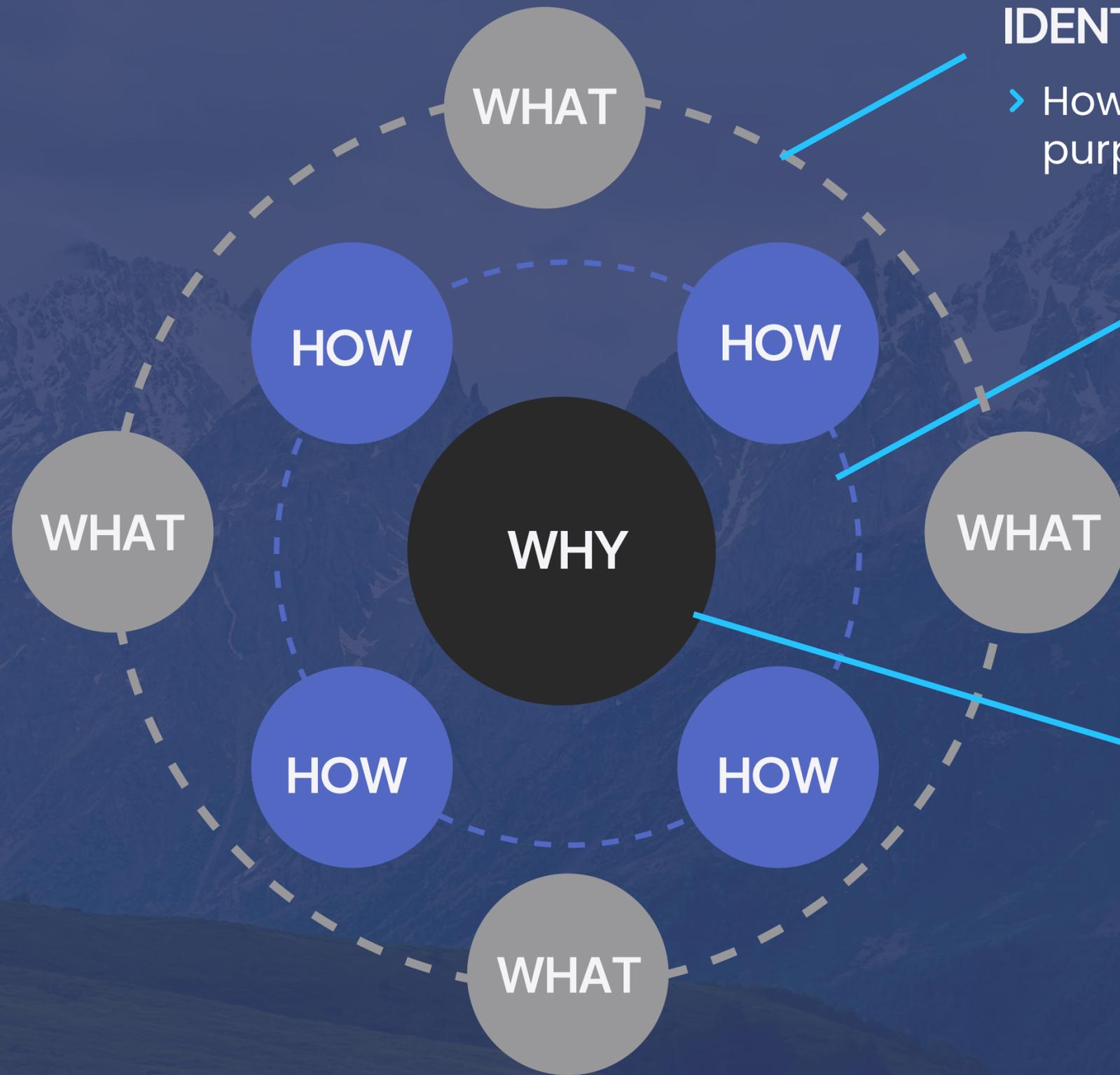


The Golden Circle

“People don’t buy what you do, they buy why you do it.”
~Simon Sinek



Your Brand Narrative



IDENTITY

> How do you express purpose through action?

STORIES

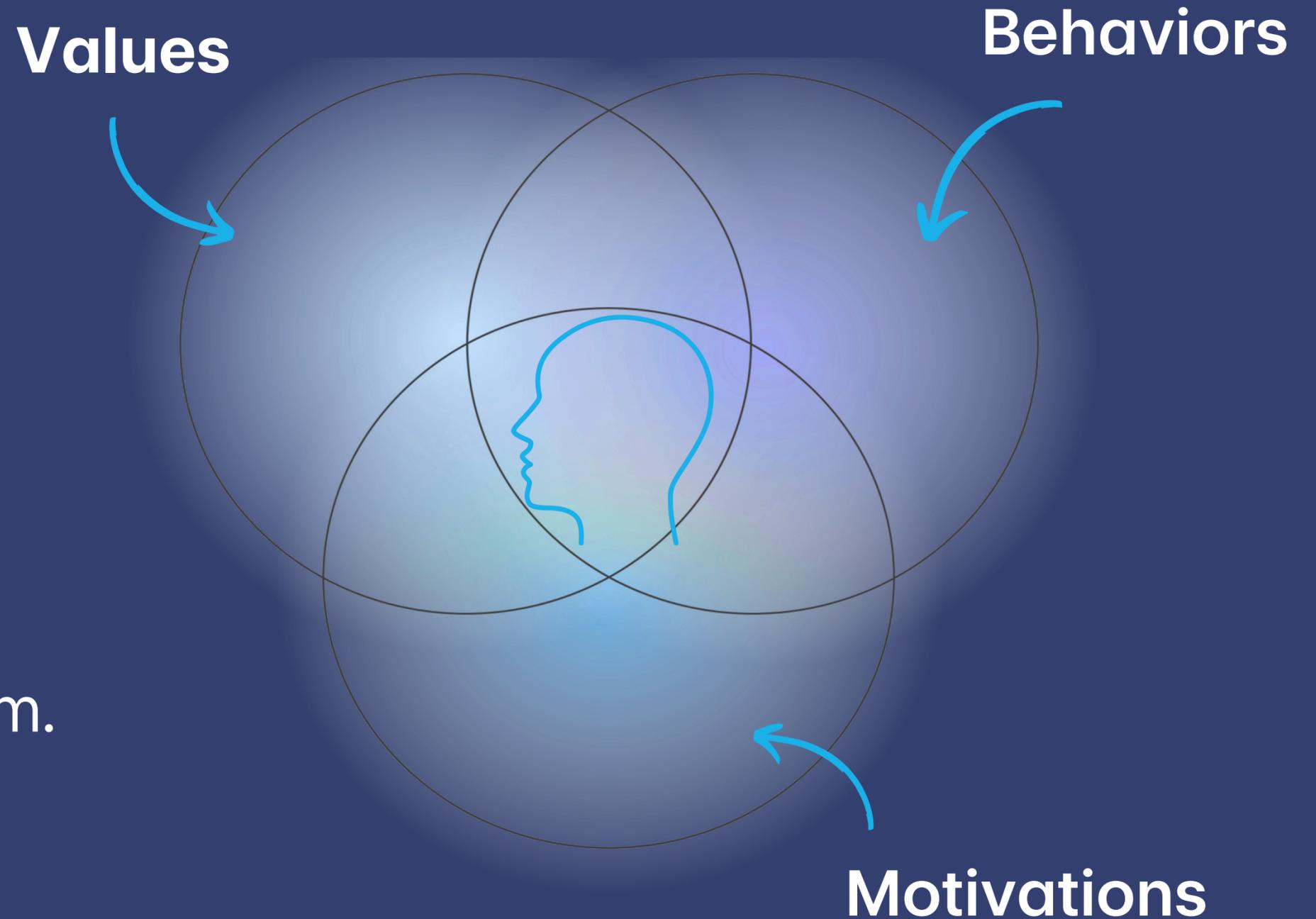
> What experiences shape your perspective?

CALLING

> What is your true purpose?

The Elements of Self

Alignment leads to authenticity & magnetism.





Advantages of Inner Knowing

Clarity of Purpose	When you know who you are, you can focus energy, being more discerning between opportunities and distractions.
Consistency of Expression	When you're consistent in what you say and what you do your words and actions feel authentic, not performative.
Resonant Presence	When you live from your authentic self, your energy becomes coherent, and you draw like-minded people to you.
Emotional Regulation	When you have inner alignment, it translates to emotional stability, allowing you to stay composed.
Boundaried Confidence	When you know what's important, it gives you greater power to say no gracefully and protect your time for what matters.

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Thank You!

Jackie Bebenroth, *Principal & CEO, Muse.*

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The Human Compass: Navigating International Business Through Mentorship

Presented by

Rissa Harris, Senior International Trade Specialist

My Background

At each stage of my journey, mentorship played a key role in helping me make career decisions and career advancement.

- Grew up in a military family and lived in many states across the Midwest and Southeast
- Studied Anthropology and International Business and completed 3 study abroad programs at Eastern Kentucky University
- Attended the University of Kansas to study Public Administration with a Certificate in Public & Nonprofit Management
- Hired as an International Trade Specialist through the Presidential Management Fellowship



Why is Mentorship Important?

- Gain Knowledge & Building Skills
- Provides Direction & Clarity
- Grow Your Network & Opportunities
- Boosts Self Confidence
- Be Accountable
- Provides Encouragement & Support
- Career Advancement & Life Satisfaction

Formal vs. Informal Mentorship



FORMAL MENTORSHIP

- ✓ Structured, typically by program or organization
- ✓ Sets clear goals to be evaluated
- ✓ Clear beginning, end, and regular check-ins
- ✓ May include formal training, too
- ✓ Mentors & Mentees may be matched

INFORMAL MENTORSHIP

- ✓ Mentor – Mentee relationship develops naturally
- ✓ Less structured
- ✓ May not set specific goals or goals may change throughout career
- ✓ May allow for more flexibility and personal relationship building

Mentor Selection

Consider if you already have someone in your life or your workplace that could be a mentor

- Do they check-in with you about life and/or work?
- Do you feel comfortable sharing your life and career aspirations with them?
- Do they help you find clarity on your career and life goals?
- Are they a high performer that is willing to share their knowledge with you?
- Do they answer your questions about work?
- Do they challenge you to build your skillset?
- Do they challenge you to problem solve and build your confidence to make decisions?
- Do they listen well and help you identify solutions?
- Do they help you grow your network or share upcoming opportunities with you?
- Do they advocate for you and your career advancement?
- Do they expect excellent work from you and hold you accountable to achieve excellence?



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Thank You!

Rissa Harris, Senior International Trade Specialist

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Survey Time

Enter to Win the Spa Basket!



INTENTIONAL
WEALTH
PARTNERS



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Thank you!

CE Code: NEI-092025-3-VHFD

LinkedIn Group



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“There is no limit to what we, as women, can accomplish.”

-Michelle Obama