



EFREM SILES

PROFESSIONAL EXPERIENCE

Swarovski International Holding AG

Zurich (Switzerland), January 2024 – current job

Global Head of Customs & Trade Compliance May 2025 – current job

- I oversee customs operations in EMEA, APAC and AMERICAs regions, including customs processes at manufacturing plants in 5 countries, at Regional Distribution Centers in 3 countries, and importation in 20+ markets, with +€35m year duty payments.
- Successfully developed global customs and trade compliance policies, based on a Risks Map that highlights and scores risks according to the specific global set up of the company. Based on the Risks Map, the appropriate policies and mitigation actions were developed.
- I led or provided support in Customs Audits in UK, Austria, Canada, Belgium, Spain and Switzerland.
- Lead global AI implementation to customs compliance, via Microsoft Copilot.
- Monitor and ensure compliance with international trade regulations.
- Conduct regular internal audits and assessments of customs and trade compliance practices.
- Monitor global trade risks and liaise with stakeholders regarding mitigation strategies.
- Own the SAP GTS product from a subject matter expert point.
- Liaise with government authorities and industry bodies on customs and trade compliance issues.
- Guide and lead the cross-regional customs and trade compliance team.

Senior Manager EMEA Customs & International Trade January 2024 – April 2025

- Senior Manager overseeing customs operations across the EMEA region, covering entities with activities primarily in Belgium, Switzerland, Liechtenstein, the UK, Austria, Italy, and Spain.
- Accountable for inbound and outbound customs processes at the EMEA Regional Distribution Center in Belgium, a bonded warehouse supporting multi-country trade flows.
- Key responsibilities include:
 - Leading the tariff classification process for all B2C products, in coordination with an international team.
 - Ensuring accurate determination of origin and managing documentation for preferential origin claims (EUR, ATR, authorized exporter, registered exporter, etc).
 - Defining customs and tax setups for all customs-relevant destinations, including non-EU shipments and bonded warehouse flows within the EU (import, export, T1, T2, T2LF, among others).
 - Reviewing and applying appropriate customs valuation methods based on transaction types (e.g. intercompany sales, transfers, free-of-charge items, samples).
 - Identifying inefficiencies across customs-related supply chain processes and proposing targeted optimizations.

PROFILE

I'm a licensed customs broker with over 15 years of experience bridging theory and practice in customs and international trade. My in-depth understanding of legislation is matched by hands-on implementation across complex international operations. I thrive at turning regulatory requirements into efficient, compliant business processes. Passionate about SAP, I also hold a Master's degree as a Functional SAP Consultant.

EDUCATION

- 2024 - Master's Degree in SAP Functional Consulting, LaSalle University (Official SAP Education Partner)
- 2017 – Licensed Customs Broker, Spanish Tax & Customs Authority (valid across all EU member states)
- 2012 – Master's Degree in International Trade and Finance, University of Barcelona
- 2009 – Bachelor's Degree in Public Administration, Autonomous University of Barcelona

CONTACT DETAILS

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PERSONAL INFORMATION

- **Street address:** Tramstrasse 129, Uetikon am see, Zurich (Switzerland)
- **Place of birth:** Barcelona, Spain
- **Citizenship:** Spanish
- **Swiss work permit:** yes, type B
- **Date of birth:** October 11th, 1985
- **Driving license:** yes

LANGUAGES

- **English:** proficient
- **Spanish:** native

CORE COMPETENCIES

- AI driven, I have developed with Microsoft Copilot Studio tools that have been deployed globally in our organization to support tariff classification and duty spend automation, among others.
- Strong interest in SAP, with a particular focus on GTS and SD modules, as well as trade compliance automation tools.
- Strong interest in AI and its use to increase productivity at the workplace.
- In-depth knowledge of business processes in multinational environments, especially in logistics, international trade, and customs.
- Detail-oriented, with strong analytical and problem-solving skills.
- Excellent organizational and communication abilities.
- Proven ability to execute tasks in line with established policies and compliance frameworks.
- Experienced in leading and managing teams to deliver shared goals.
- Self-motivated and proactive, with the ability to work independently and collaboratively.
- Proficient in Microsoft Office tools: Word, Excel, PowerPoint, and Outlook.

- Coordinating cross-regional customs topics (origin, classification, valuation, special procedures) between EMEA, APAC, and the Americas.
- Utilizing SAP GTS daily, primarily for tariff classification and export control management.
- Driving automation of customs clearances through EDI and iDoc integration with customs brokers in Switzerland and the UK.
- Designing and testing customs/tax configurations when onboarding new logistics partners relevant for customs processing.
- Daily user of SAP SD and MM modules in logistics operations, including inbound/outbound flows, material master data, info records, and more.

KPMG

Barcelona (Spain), April 2021– December 2023

Senior Manager Customs & International Trade

- Member of the management team in the Customs and Excise Department at KPMG Barcelona, reporting directly to the firm's only Partner for Customs and Excise in Spain.
- Led a team of three specialists in customs and excise matters.
- Provided expert advisory services across all areas of Customs and Excise Law.
- Acted as subject-matter advisor on the newly introduced Spanish Plastic Packaging Tax.
- Managed a wide range of client-specific customs projects, including:
 - Origin of goods
 - Tariff classification
 - Inward and Outward Processing Procedures
 - Authorized Economic Operator (AEO) certification
 - Bonded warehousing solutions
 - Customs valuation methods
 - Internalization of customs clearance procedures
 - Authorized Exporter and Registered Exporter (REX) registrations
 - And other compliance initiatives
- Demonstrated strong commercial and client-facing capabilities, contributing to a 25% increase in departmental revenue.

Supply Chain Control

Barcelona (Spain), October 2017 – March 2021

Senior Manager Customs & International Trade

- Provided strategic advisory across all areas of customs law, international trade, and logistics.
- Led and delivered tailored customs projects based on each client's specific operational and compliance needs, including:
 - Determination of origin of goods
 - Tariff classification of products across various industries
 - Implementation of Inward and Outward Processing Procedures
 - Authorized Economic Operator (AEO) certification processes
 - Design and management of bonded warehousing solutions
 - Application of appropriate customs valuation methods
 - Internalization and automation of customs clearance processes
 - Registration and compliance for Authorized Exporter and REX status
 - Additional trade compliance and operational optimization projects

Lluch Essence SL

Barcelona (Spain), April 2015 – October 2017

Manager Customs & International trade

- Recruited by the company's new CEO to establish an in-house customs department from the ground up and lead its full operational rollout.

- Managed a team of four customs specialists, responsible for submitting over 500 import, export, and transit declarations monthly.
- Oversaw the company's Customs Warehouse authorization and ensured smooth daily operations in compliance with regulatory standards.
- Co-led a strategic project with the IT department to integrate SAP with Bitacora (the customs messaging platform):
 - Identified and mapped data flows between SAP and Bitacora, ensuring all required customs declaration fields were covered.
 - Designed, tested, and validated EDI messages; proposed enhancements based on real-case scenarios and technical limitations.
- Provided continuous support to traffic and logistics departments by preparing and reviewing trade documentation (invoices, bills of lading, certificates of origin, etc.).
- Conducted thorough analysis of all logistics flows including imports, exports, re-exports, and re-expeditions.
- Responsible for product-level tariff classification, customs valuation (methods 1 and 2), and preferential origin analysis (EUR, REX, supplier declarations, etc.).
- Managed resolution of customs incidents and inquiries, including direct liaison with customs authorities and in-person submission of formal responses and documentation.
- Audited and updated internal procedures to align with actual business operations and evolving customs requirements.
- Registered and managed new logistics locations involving customs activity.
- Led internal audits and performance evaluations of customs and logistics service providers.
- Appointed company representative to the Ministry of Interior for the control of Cataloged Products under drug precursor regulations, including reporting to CITCO and Customs.
- Managed procedures related to CITES and SOIVRE for regulated goods.

Logisber Forwarding, SL

Barcelona (Spain), October 2013 – March 2015

Customs declarant (customs broker)

- Handled import, export, and transit customs clearances as part of the core customs team.
- Managed the key account INDUKERN, one of Europe's largest chemical companies, with responsibilities including:
 - Tariff classification of chemical products used in perfumery, cosmetics, food, pharmaceuticals, and veterinary applications.
 - Oversight of customs bonds and inventory at the customer's bonded warehouse.
 - Coordination and control of goods departures from the bonded facility.
 - Resolution of customs-related issues through direct communication and negotiation with customs authorities.
- Advised clients on applicable regulations and required documentation based on the nature, origin, and destination of goods.
- Compiled and validated trade documentation necessary for customs clearance.
- Processed applications for customs-related licenses, including those for sanitary, pharmaceutical, veterinary, and CITES-regulated goods.
- Managed shipments across all transport modes: air, sea, and road.

Authorized Economic Operator Consultants

Barcelona (Spain), September 2010 – September 2013

Junior logistics and customs consultant

- Led multiple projects for the successful implementation of the Authorized Economic Operator (AEO) certification, covering the full range of modalities: Customs Simplification, Security and Safety, and Full AEO status.
- Delivered over 15 approved AEO authorizations for major logistics and freight companies, including MSC Spain, CMA CGM, Agility Spain, CAT Spain Logistics

Cargo, Continental Worldwide Logistics, Next Maritime, MC Trinter, International Consolidated Freight, and Forwarding Catalunya, among others.

- Conducted audits of customs warehouses (LAME, temporary storage facilities, and bonded warehouses), identifying compliance gaps and recommending corrective actions aligned with customs regulations.

Acted as an advisor in international taxation and trade documentation requirements, supporting clients in achieving full compliance for cross-border operations.