

Speaker Profiles

CROSSOVER: How, Why, ROI – Trade Compliance across the Company **February 14, 2023**

Jenny Patzlaff,
LCB, Supply Chain Practice Director,
UW E-Business Consortium



Jenny Patzlaff is an experienced cross-functional team leader and 20+ year supply chain veteran. She is the Supply Chain Practice Director for the University of Wisconsin-Madison E-Business Consortium (UWEBEC) where she develops collaborative learning forums among the nearly 90 member companies in the consortium.

Jenny previously spent 17 years at Target Corporation in various supply chain roles including Inventory Management, International & Domestic Logistics, Global Trade Compliance, Data Product Management, and Supply Chain Program Management. Prior to joining UWEBEC, Jenny was Director of Strategic Initiatives for RateLinx, a logistics software development company where she helped customers reduce freight costs and improve Ship, Track and Pay data visibility. Jenny's BBA is from the University of Wisconsin-Madison (Marketing with a minor in International Business). She is a Six Sigma Green Belt, and Licensed Customs Broker. Jenny has a passion for data transparency, solving supply chain problems, and promoting a team culture of collaboration and continuous learning.



Susie Schroeder
Director of Trade Compliance, Milwaukee Tool

Susie Schroeder is the Director of Trade Compliance at Milwaukee Electric Tool. She has worked in the trade compliance field for over 20 years in various mechanical and industrial manufacturing businesses along with various roles in supply chain. Throughout her career in trade compliance and international logistics, Ms. Schroeder has focused on free trade agreements, duty and tariff mitigation, maquiladora/IMMEX manufacturing, export controls, audit processes, implementation of global trade software systems, and regulatory compliance with a dedication to business process improvement in those areas.

She served two years on the Oracle Customer Advisory Board helping to promote the Oracle GTM development roadmap. She also serves on the Wisconsin District Export Council (DEC) helping local businesses navigate export/import regimes, is a member of MITA, the ICPA, and MMAC's WTA.

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Olga Shturmakov
LCB, Manager, Global Trade Compliance & Logistics
Promega



Olga Shturmakov is the Manager of Global Trade Compliance & Logistics at Promega Corporation, a global biotech company with headquarters in Madison and 16 branches around the world. With over 25 years industry experience, Olga has grown and developed Trade Compliance from its inception into a mature organization and an integral part of Promega's global supply chain.

Olga earned an MBA from Edgewood College and is a Licensed Customs Broker.



Mike Heindselman
Senior Director – Global Logistics, LCB
ORBIS Corporation

Mike started his career 30 years ago at AMF in supply chain planning, with subsequent management roles in the order to cash cycle. Since then, Mike has held senior management positions in various manufacturing verticals, including Tier1 automotive, food, pharma and CPG companies.

Currently, Mike is the Senior Director, Global Logistics at ORBIS Corporation, North America's largest sustainable packaging manufacturer, where he and his team are responsible for exceeding customer's expectations in the areas of strategic logistics sourcing, supply chain technology, international trade compliance, and 3rd party fulfillment. Mike serves as the Trade Compliance Officer at ORBIS, is a licensed U.S. Customs Broker and an appointee to the Wisconsin District Export Council (DEC).