

## **CHIRADEEP (“DEEP”) SENGUPTA**

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### **BIOGRAPHICAL STATEMENT:**

Chiradeep (commonly referred to as Deep) is the Chief Executive Officer of DSG Global, LLC. DSG Global is a boutique firm specializing in international business strategy and international trade compliance, helping companies of all sizes with strategies to expand their global footprint and understand complex international trade rules.

Prior to founding DSG Global in September 2014, Deep was the Principal of FedEx’s Global trade consulting group. In 2002, Deep co-founded FedEx’s “Trade & Customs Advisory Services (TCAS)” division that provides international trade solutions and regulatory consulting to importers and exporters, within the U.S as well as on a world-wide basis. Deep is also responsible for providing international trade services to governments, trade promotion agencies and trade associations on a global basis.

Prior to joining FedEx, Deep was with KPMG’s Asia Pacific Tax practice from 1997 where he helped establish KPMG’s International Trade & Customs practice in India and advised several Fortune 500 clients on market-access issues for their South-Asian operations.

Deep obtained his basic legal training (LL.B) in India and then obtained a Masters in Law-Taxation (LL.M) from the University of Washington - School of Law (2001) in Seattle, WA where he won the Graduate Tax program Merit Scholarship. Deep has also received executive education on International Trade from Harvard University’s Kennedy School.

In February 2011, Deep was appointed by the U.S Secretary of Commerce to the President’s Export Council Subcommittee on Export administration (PECSEA) to advise the Obama administration on its export control reform efforts. Deep was also appointed by 3 successive Commerce Secretary to the District Export Council of Northern California since 2006, and currently serves on the steering committee of the National District Export Council.

Deep is a sought-after speaker on international trade issues and addresses customers and trade associations around the country.

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## CURRICULUM VITAE

### EDUCATION

#### **Harvard University, John F. Kennedy School of Government**

*The Practice of Trade Policy: Economics, Negotiations, and Rules, an Executive Education program*—September 2007

#### **University of Washington, School of Law, Seattle, WA**

*Masters of Law (L.L.M – International Taxation)* – June 2001

- Received the Graduate Tax Program Merit Scholarship

#### **University of Delhi, Faculty of Law, New Delhi, India**

*Bachelor of Law (L.L.B)* – July 1997

- Selected to represent University of Delhi in the Philip C. Jessup International Law Moot Court Competition (1996).

#### **Osmania University, Hyderabad, India**

*Bachelor of Arts (Public Administration, Political Science, Economics)* – 1993

- National Talent Search Scholarship for academic excellence, awarded by the Government of India (1990)

#### **Marianopolis College, Montreal, Quebec, Canada**

*Coursework towards DEC (Diplôme d'études collégiales)* – 1990 to 1992

### PROFESSIONAL EXPERIENCE

#### **DSG GLOBAL, LLC. based in San Francisco, U.S.A**

*Chief Executive Officer*, September 2014 onwards

- I am the founding CEO of this boutique firm specializing in international business strategy and international trade compliance, helping companies of all sizes with strategies to expand their global footprint and understand complex international trade rules.

#### **FedEx Trade Networks (subsidiary of FedEx Corp.), San Francisco, U.S.A**

*Principal – Trade & Customs*, July 2013 – September 2014

*Senior Manager, “Trade & Custom Advisory Services” group*, 2008 – July 2013

*Manager, “Trade & Custom Advisory Services” group*, April 2002 – 2008

- I was in charge of managing FedEx’s “Trade & Customs Advisory Services (TCAS)” group, which provides international regulatory consulting to companies on their world-wide operations, to ensure compliance with international trade rules. I was also responsible for managing our relationships with Trade promotion agencies on a worldwide basis.
- I routinely spoke at industry gatherings on diverse international trade regulatory issues including, the latest international trade legislation, global compliance, market access and trade facilitation.

### **KPMG Peat Marwick, New Delhi, India**

*Assistant Manager (Trade & Customs & Indirect Taxes)*, May 1999 – September 2000

*Supervising Senior (Trade & Customs & Indirect Taxes)*, August 1997 – May 1999.

- As a member of KPMG's worldwide Trade & Customs network, I was the first point of contact for clients engaged in international trade in the Northern Indian region. My responsibilities included assisting Indian and foreign companies on all aspects of India's Export-Import legislation (EXIM policy).
- I have also advised several Fortune 500 clients on all aspects of Indian indirect taxation, including Customs laws, Sales tax, VAT, Excise tax etc. Further, I assisted exporters and importers through a full range of administrative adjudication proceedings before Indian Customs and Revenue authorities.

### **Public Interest Litigation Support and Research Centre (PILSARC), New Delhi, India.**

*Research Associate*, December 1994 – January 1996

- My role entailed providing extensive legal research on several constitutional law issues for *amicus curiae* cases in litigation before the Supreme Court of India.

## **HONORARY APPOINTMENTS**

### **President's Export Council Subcommittee on Export Administration (PECSEA)**

*Member*, February 2011 – Present

<http://www.commerce.gov/news/press-releases/2011/02/23/us-commerce-secretary-gary-locke-announces-appointees-presidents-expo>

- Nominated by the U.S Secretary of Commerce to the PECSEA, which serves as a senior-level advisory body to the Department of Commerce and Bureau of Industry and Security (BIS) in particular to provide advice on U.S export control policy issues.

### **National District Export Council (NDEC)**

*Associate Member, NDEC, Nov 2013*

*Educational Chair*, Northern California DEC Terms 2006-2009 and 2009-2012

<http://www.buyusa.gov/fresno/norcaldecmembers.html>

- The National DEC is a group of volunteers appointed by the U.S. Secretary of Commerce. I was appointed to the Northern California chapter for 2 consecutive 3 year terms (June 2006-May 2009, June 2009-May 2012). I was elected to the National DEC to support increased U.S. exports and enhanced national economic security by providing business leadership and international expertise to support the U.S. Department of Commerce in trade related-matters.

### **Regulatory Audit Working Group to the Advisory Committee on Commercial Operations of Customs and Border Protection (COAC):**

*Member*, May 2013 – October 2014

- Provided expert advice and private sector feedback to COAC's Trade Enforcement and Revenue Collection (TERC) Subcommittee on U.S. Customs and Border Protection's Focused Assessment Audit Program.

## REPRESENTATIVE SPEAKING ENGAGEMENTS

### Television:

- Discussant on International trade issues in online video, “Hot Legal Topics in International Business Transactions – Japan & Tennessee”, Tennessee Bar Association, co-produced by the Tennessee Asian Pacific American Bar Association and the ABA Section of International Law.  
[http://www.tnbaru.com/cle/catalog\\_course\\_details.php?course=6440](http://www.tnbaru.com/cle/catalog_course_details.php?course=6440)
- Interview with Small Business Television on “International Trade Compliance”, March 21<sup>st</sup>, 2006.

### U.S Commercial Service (U.S Department of Commerce) Seminars:

- (i) “*Top Ten Financial/Legal/ Customs Tips to Export to India*” part of the South Asia Webinar Series organized by US Commercial Service – San Jose CA”, October 31<sup>st</sup>, 2012
- (ii) “*Exporting Clean Energy Technologies*”, hosted by US Commercial Services-San Jose, CA and Environmental Business Cluster, March 13<sup>th</sup> 2012  
[www.environmentalcluster.org/events/ev\\_2012Q1\\_CleanEnergy.html](http://www.environmentalcluster.org/events/ev_2012Q1_CleanEnergy.html)
- (iii) “*Forum on international trade compliance focusing on Cargo security, Import, and Export regulations*”, hosted by the US Commercial Service-Minneapolis and the MSOE Business Excellence consortium, Milwaukee, WI, February 18<sup>th</sup>, 2009
- (iv) *International Compliance Seminar*, in collaboration with the Northern California District Export Council & U.S Commercial Service, Fresno, CA, March 2<sup>nd</sup> 2007
- (v) “*Export & Shipping Regulations*”, U.S Commercial Service seminar, Oakland, CA, June 2<sup>th</sup> 2006.
- (vi) “*Training Sessions on Import & Export Compliance*”, U.S Commercial Service event, Quincy, IL, Apr 26<sup>th</sup> 2006.
- (vii) “*China Customs and Logistics: The Challenge of Getting Your Products to Market*”, U.S Chamber of Commerce - TradeRoots program, Feb 10<sup>th</sup> 2005 (San Diego), Oct 29<sup>th</sup> 2004 (Miami) & Oct 14<sup>th</sup> 2004 (Newton, MA).

### Trade Association Seminars:

- (i) Key-Note speaker, “*Navigating India’s Import-Export Policy & Procedures*”, WIT-Northern California, Jan 14, 2015
- (ii) Key-Note speaker, “*Doing business with BRIC countries*”, OWIT-Phoenix, June 19, 2014
- (iii) Instructor, International Trade certification course, Kentucky World Trade Center, Louisville KY, May 14<sup>th</sup>, 2014.
- (iv) Panelist, “*Careers in International Trade*”, “World AG Expo, Tulare, CA, February 11<sup>th</sup> 2014.
- (v) Panelist, “*Trade Promotion*”, “10th annual Global California Conference - Redwood City, CA” - December 5<sup>th</sup>, 2013.
- (vi) Key-Note speaker , “*US-China Trade*”, University of St. Thomas, organized by US-China Business Connections (UCBC), Minneapolis, December 4, 2013,  
[http://www.mgta.org/events/event\\_details.asp?id=374504](http://www.mgta.org/events/event_details.asp?id=374504)
- (vii) “*Violations in Foreign Corrupt Practices Act*”, San Francisco State University, Business Ethics week, November 4, 2013, [http://oi.sfsu.edu/cgi-bin/student/webcalendar.detail?p\\_id=41485](http://oi.sfsu.edu/cgi-bin/student/webcalendar.detail?p_id=41485)

- (viii) “*Export Compliance*”, Webinar for American Express (AMEX) cardholders, May 15 2012.
- (ix) “*International Trade Issues for Engineers?*”, IEEE - Product Safety Engineering Society, Santa Clara Valley Chapter, June 23, 2009
- (x) Key-Note speaker, “*International Trade with China – Strategies & Pitfalls*”, U.S. China Business Forum organized by the Chicagoland Chamber of Commerce, Chicago, December 15, 2009.
- (xi) *Import Best Practices Workshop*, Organization Of Women in International Trade- Northern California, May 13<sup>th</sup>, 2009
- (xii) *Import & Export Compliance: Don't Let It Slow Down Your Supply Chain*, Council of Supply Chain Management Professionals, 2nd Annual Supply Chain Symposium, Phoenix, AZ, November 12<sup>th</sup>, 2008
- (xiii) “*Don't Let Import/Export Compliance Issues Slow You Down*”, Industry Week /Association for Manufacturing Excellence Best Plants Conference, Detroit, MI, May 17<sup>th</sup>, 2006.
- (xiv) “*Export compliance for electronics distributors*”, Brokerlynx Chat Live 2006, Las Vegas, NV, Apr 29<sup>th</sup>, 2006.
- (xv) “*Best practices in Import/Export Compliance*”, National Manufacturing Week, Chicago, Mar 21<sup>st</sup>, 2006.
- (xvi) Keynote Speaker “*TradeVisions 2005*”, San Diego World Trade Center, May 18<sup>th</sup>, 2005.
- (xvii) “*Avoiding Red Tape and Red Flags at Customs – Import & Export Compliance*”, International Trade Centre, University of Illinois at Urbana-Champaign, IL, Feb 23<sup>rd</sup>, 2005.
- (xviii) “*Taking care of “Red Flags” in Customs Compliance*” (National Industrial Transportation League, Phoenix, April 21<sup>st</sup> 2004.
- (xix) “*Changes At The Border: The New Face of U.S Customs*”, (Women in International Trade, Detroit, October 06<sup>th</sup> 2003).

## **PUBLICATIONS:**

- Contributor (Chapter on Customs law), International Legal Developments In Review: 2009, The International Lawyer (A quarterly publication of the ABA/Section of International Law) Spring 2010, Volume 44, Number 1  
<http://meetings.abanet.org/webupload/commupload/IC712000/newsletterpubs/customs.pdf>
- Contributor (Chapter on Customs law), International Legal Developments In Review: 2010, The International Lawyer , Spring 2011, Volume 45, Number 1  
[http://www.americanbar.org/content/dam/aba/publications/international\\_lawyer/til\\_45\\_1.authcheckdam.pdf](http://www.americanbar.org/content/dam/aba/publications/international_lawyer/til_45_1.authcheckdam.pdf)

## **ACTIVITIES**

- Member, Council for International Trade, California Chamber of Commerce
- Treasurer, University of Washington School of Law Alumni Association