



# CINDY HARLING

**Sales Director,**  
Lucky Foods LLC



## **I am passionate about international trade because...**

I've always been fascinated by the US's role in producing quality export products. I have gained so much respect for our food compliance laws that allow me to easily mitigate compliance regulations when exporting overseas. I love learning about different cultures (Chile has an entire grocery aisle of mayonnaise!) and creating friendships with international distributors who treat me as family.

## **My superpower in international business is...**

Patience and trusting relationships. Patience with export documents, trade barriers, and locating the right distributor has served me well. Paperwork can be excruciating, but when you create that perfect export template, you know you've made something beautiful! I would not be anywhere without the ability to be someone my partners can trust -- I never over-promise, and always remember that our distributors are extensions of our company, of my family.

**My Favorite City:** Santiago, Chile. What's not to love? Food, mountains, wines, and not to mention the grocery stores! Did I mention Pisco Sours?

**Most Frightening Travel Moment:** Booking a flight from Norway to get home, only to find out I booked the wrong airport...I had the pleasure of being on 3 flights, but never made that mistake again.

**Most Challenging Negotiation:** Walmart Mexico. Many buyer changes, managing documents, price increase battles, but all worth it!