Alba Wheels Up Expands Trade Advisory Platform, Appoints Emily Seedle VP of Regulatory & Trade Services

Alba advances advisory-led services with an expanded trade advisory platform as importers face growing regulatory complexity and supply chain risk.

VALLEY STREAM, NY, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Alba Wheels Up International, LLC ("Alba"), a leading provider of customs brokerage, freight forwarding, and supply chain solutions, today announced a significant expansion of its trade advisory capabilities with the appointment of Emily Seedle as Vice President of Regulatory & Trade Services.

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>
> *Luis Eraña, Alba's CEO*

Rising tariffs, shifting enforcement priorities, and new sourcing requirements are reshaping how importers manage risk. Seedle's appointment extends Alba's advisory-led platform beyond its traditional customs brokerage and logistics services, adding expertise to help clients anticipate change, identify opportunities, and make more informed business decisions.

Seedle brings more than a decade of international trade experience and will lead Alba's regulatory, compliance, and trade advisory teams. Having led multimillion-dollar duty recovery initiatives and large-scale compliance transformation projects, she is recognized for her ability to translate regulatory complexity into actionable business value for clients.

"Emily brings a blend of regulatory expertise, commercial perspective, and strategic vision to Alba," said Luis Eraña, Alba's CEO. "In today's rapidly shifting global trade landscape, our clients face complexity and risk. They need a partner who can ensure compliance and anticipate challenges. Emily's proven leadership and innovative approach will be instrumental in elevating our advisory capabilities and empowering clients to proactively strengthen their supply chains, manage risk, and seize emerging opportunities."

"I'm excited to join Alba and help build on the strong regulatory and industry expertise already within the organization," said Seedle. "The complexity of today's trade environment creates both

challenges and opportunities for importers. I look forward to working with Alba's teams and clients to connect regulatory strategy with practical business decisions and generate measurable value."

Seedle holds a Master of Science in Organizational Leadership and is both a Licensed Customs Broker and an NCBFAA Certified Customs Specialist, with additional expertise in tariff engineering, free trade agreements, and forced labor compliance. Outside her professional career, she is a classically trained musician and composer, and teaches guitar, bass, keys, and vocals at her local School of Rock.



Emily Seedle, Alba's Vice President of Regulatory & Trade Services

[About the Alba Wheels Up International, LLC group of companies]

Alba Wheels Up International, LLC is a leading provider of customs brokerage, freight forwarding, and supply chain solutions for global trade, dedicated to assuring compliance, minimizing risk, and optimizing the total landed cost of goods for its clients.

Through strategic expansion, including the integration of specialist firms such as Advance Customs Brokers International, Cobalt Wine Logistics, John A. Steer, and The Perishable Specialist, Alba has significantly deepened its expertise in high-compliance and trade-sensitive industries.

The company's integrated services span the entire supply chain, including:

- Customs Brokerage and Compliance: Industry-leading accuracy on customs filings, post-entry amendment services, and comprehensive trade advisory services to navigate complex regulations.
- International Logistics: End-to-end freight forwarding (Air, Ocean, Rail, Trucking), origin consolidation, and warehousing/distribution services.
- Specialized Vertical Expertise: Deep knowledge and dedicated teams serving the most demanding sectors, including Wine & Spirits, Perishables & Food Products, Metals, Lumber, and bulk products, Textiles & Apparel, Chemicals & EPA-regulated goods, and Semiconductors & Electronics.

Headquartered in Valley Stream, NY, Alba leverages proprietary technology to deliver total supply chain visibility and business intelligence, helping clients transform logistics from a cost center into a competitive advantage.

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