

Eugene D. Seroka

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WORK EXPERIENCE:

PORT OF LOS ANGELES, City of Los Angeles

Executive Director: June 2014 to Present

- ~Chief Executive of the number one container port in the nation
- ~Lead an organization of 1,000 employees and manage an annual budget of \$1Billion
- ~Responsible for all aspects of Port management and operations with a focus on advancing major capital projects, growing trade volumes and promoting innovative, sustainable practices that strengthen the region's economy
- ~Interact with and advise the Mayor, the Los Angeles City Council, the Board of Harbor Commissioners, Port tenants, community organizations, industry and professional organizations, and various elected officials from local, state and federal agencies

AMERICAN PRESIDENT LINES (APL) LIMITED, Phoenix, Arizona

Head of Commercial: February 2014 to May 2014

- ~Developed and managed the 18 country Americas sales geography with an annual revenue of \$4.2 billion
- ~Lead 230 sales and customer service employees in an effort to exceed outlined budgetary goals, maximized individual development plans and enhanced profitability
- ~Directed global business efforts involving Asia, the Middle East, Europe and the Americas
- ~Member of core team that developed the new organization design for APL
- ~Responsible for the migration of customer service work from Denver to Nashville, Tennessee
- ~Accountable for labor activities and legal entity in the geography

APL LIMITED, Phoenix, Arizona

Regional President, Americas: May 2010 to February 2014

- ~Developed and managed the 18 country Americas geography with an annual revenue of \$4.8 billion
- ~Led 1000 employees in an effort to exceed outlined budgetary goals, maximize individual development plans and enhanced profitability
- ~Directed global business efforts involving Asia, the Middle East, Europe and the Americas
- ~Responsible for all commercial, operational, port terminal, intermodal and labor activities in the geography
- ~Implemented regional PNL, led Latin America strategy and redesigned organization to enhance effectiveness

APL and APL LOGISTICS EMIRATES LLC, Dubai, United Arab Emirates

Regional Vice President Middle East/East Africa: April 2008 to April 2010

- ~Developed and managed three business units in the 15 country geography with an annual revenue of \$1.3 billion
- ~Led 200 employees in an effort to exceed outlined budgetary goals, maximize individual development plans and enhanced profitability
- ~Directed global business efforts involving Asia, Europe and the Americas
- ~Attained 37 percent growth in profitability
- ~Expanded landside and marine capabilities in Iraq, Kuwait, Bahrain, the UAE, East Africa

APL LOGISTICS, Singapore

Vice President Asia Middle East and South Asia Regions: November 2005 to April 2008

- ~Developed and managed logistics business units in 26 countries with an annual revenue of \$300 million
- ~Led 600 employees in an effort to exceed outlined budgetary goals, maximize individual development plans and enhanced profitability
- ~Directed global business efforts involving Asia, Europe and the Americas
- ~Exceeded profitability objective by 175%
- ~Developed capabilities in contract logistics, international freight and purchase order management services

PT. APL and APL LOGISTICS INDONESIA, Jakarta, Indonesia

President Director: June 2003 to November 2005

- ~Developed and managed two business units in Indonesia with an annual revenue of \$300 million.
 - ~Led 250 employees in an effort to exceed outlined budgetary goals, maximize individual development plans and enhanced profitability
 - ~Directed global business efforts involving Asia, Europe and the Americas
 - ~Attained 40 percent growth in profitability
 - ~Achieved number 1 market share positions in the Transpacific, Middle East trades and Europe to Asia trades
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WORK EXPERIENCE CONTINUED:

APL (CHINA) Co, LTD, Shanghai, People's Republic of China

NPRC Director, Sales and Marketing: July 1999 to June 2003

- ~Developed and managed a \$500 million international sales region in North and Central China
- ~Managed seventy-five employees in an effort to exceed outlined budgetary goals, maximize individual development plans and control general and administrative expenditures
- ~Led global marketing efforts involving Asia, Europe and the Americas
- ~Exceeded revenue budget goals in each of the four years served

APL LIMITED-Nashville, Tennessee

Mid-South District Sales Manager: December 1997 to July 1999

- ~Developed and managed a \$71 million international sales district in Alabama, Louisiana, Mississippi, North Carolina and Tennessee
- ~Managed five sales employees in an effort to exceed outlined budgetary goals, maximized individual development plans and controlled general and administrative expenditures
- ~Led global marketing efforts involving Asia, Europe and Latin America
- ~Exceeded 1998 revenue budget goals by 23 percent
- ~Exceeding 1999 revenue budget goals by 25 percent
- ~Grew market share in all trades and attained the number one position of Asia Eastbound trade at 15 percent

AMERICAN PRESIDENT LINES, Nashville, Tennessee

Branch Marketing Representative: March 1992 to December 1997

- ~Developed and managed a \$28 million international sales territory in Tennessee, Alabama and Kentucky
- ~Advanced the territory from \$12 million in sales to \$28 million within three years
- ~Helped utilize Maquiladora area in Juarez, Mexico for leading electronics manufacturers
- ~Created and implemented marketing strategies for clients in manufacturing, production and retail industries
- ~Led import and export marketing efforts involving ten Asia countries
- ~Designed PC based software programs to optimize international shipping programs
- ~Jointly formed quality principle efforts with three major clients

AMERICAN PRESIDENT LINES, Oak Brook, Illinois

Senior Marketing Representative: July 1991 to February 1992

- ~Developed and managed a \$9.5 million international sales area in Illinois, Indiana and Michigan
- ~Constructed import and U.S. distribution programs for a leading furniture retailer
- ~Created new markets in Asia through exportation for a major household products company
- ~Doubled sales and profit volume in less than two years

AMERICAN PRESIDENT LINES, Oak Brook, Illinois

Marketing Representative: January 1990 to June 1991

- ~Created and designed a sales territory covering Illinois, Indiana and Michigan
- ~Assigned to develop business opportunities in a previously dormant geographical sales area
- ~Developed the disciplines of selling skills and territory management with one year's industry experience
- ~Exceeded a \$4.5 million budget in sales revenue during the first year

AMERICAN PRESIDENT LINES, Cincinnati, Ohio

Sales Support Representative: October 1988 to December 1989

- ~Provided technical support for five sales representatives and one sales manager in a six state area
- ~Created interactive training modules used company wide by superior and peer level employees
- ~Managed and directed marketing research, pricing, logistics, sales, budget compilation and PC applications

EDUCATION:

MASTER OF BUSINESS ADMINISTRATION

University of New Orleans, May 1988

BACHELOR OF SCIENCE IN MARKETING

University of New Orleans, December 1986

ASSOCIATE IN ARTS

Crowder College, May 1984

**PROFESSIONAL
ORGANIZATIONS:**

***UNITED STATES DEPARTMENT OF TRANSPORTATION BUREAU OF TRANSPORTATION STATISTICS
WORKING GROUP – Member***

June 2016 to Present

FEDERAL MARITIME COMMISSION SUPPLY CHAIN INNOVATION TEAM – Member

May 2016 to Present

***UNITED STATES DEPARTMENT OF COMMERCE ADVISORY COMMITTEE ON SUPPLY CHAIN
COMPETITIVENESS – Member***

April 2016 to Present

***UNITED STATES DEPARTMENT OF TRANSPORTATION MARITIME ADMINISTRATION MARINE
TRANSPORTATION SYSTEM NATIONAL ADVISORY COUNCIL – Member***

November 2015 to Present

MARINE TRANSPORTATION SYSTEM NATIONAL ADVISORY COMMITTEE – Member

August 2014 to Present

AMERICAN ASSOCIATION OF PORT AUTHORITIES - Member

August 2014 to Present

CALIFORNIA ASSOCIATION OF PORT AUTHORITIES – Vice President

November 2016 to Present

August 2014 – November 2016: Member

ALAMEDA CORRIDOR TRANSPORTATION ASSOCIATION - Staff Member

August 2014 to Present

INTERMODAL CONTAINER TRANSPORTATION FACILITY - Staff Member

August 2014 to Present

HARBOR ASSOCIATION OF INDUSTRY AND COMMERCE - Board Member

August 2014 to Present

NORTHWESTERN UNIVERSITY BUSINESS ADVISORY COMMITTEE - Leadership Member

October 2010 to Present

PACIFIC MARITIME ASSOCIATION - Board Member

August 2012 to June 2014

OCEAN CARRIER EQUIPMENT MANAGEMENT ASSOCIATION - Executive Committee Member

July 2013 to February 2014

ARIZONA DOT-TRANSPORTATION and TRADE CORRIDOR ALLIANCE - Committee Co-Chair

May 2012 to June 2014

ARIZONA MEXICO COMMISSION - Board Member

June 2013 to June 2014

GREATER PHOENIX GLOBAL CITIES INITIATIVE and EXCHANGE - Steering Committee Member

June 2013 to June 2014

UNIVERSITY of DENVER INTERMODAL TRANSPORTATION INSTITUTE - Board Member

October 2010 to June 2014
