

NEW DIRECTOR OF MARKETING



largest metropolitan airport, and he managed over \$500 million in real property assets. By directing a successful business acquisition strategy, he was able to double the number of facilities under management and increase gross revenue and operating profits by over 20 percent.

Prior to joining Parkway, Tom was executive vice president of Lavino Shipping Agencies, Inc., an international maritime services organization based in Philadelphia. In addition to profit and loss responsibilities for 16 agency offices, Tom was actively involved in business development, customer relationship management, strategic planning, and integration of an acquisition that provided Lavino with a Pacific rim presence. Also, he led the development and introduction of operational best practices and efforts to increase business synergy among operating divisions.

As director of Marketing and Trade Development at DSPC, Tom is responsible for the global sales,

The Diamond State Port Corporation (DSPC) welcomed Tom Keefer as its new Director of Marketing and Trade Development for the Port of Wilmington, Delaware. Tom joined DSPC in June and brings to the Port a strong background in transportation, business development, logistics and facilities management.

With previous experience as a senior management executive with Parkway Corporation and Lavino Shipping Agencies, Inc., Tom has achieved a

consistent record of accomplishment in profitably growing, scaling and directing national outsourced service organizations in the maritime and real estate industries.

As chief operating officer of Parkway Corporation, a Philadelphia based international parking management and real estate development company, Tom was responsible for the profitable operation of over 100 parking facilities, a major ground transportation management contract at the seventh

& TRADE DEVELOPMENT *Joins DSPC*

marketing, trade development and promotional efforts of the Port of Wilmington. He will plan for and implement the strategic marketing objectives of the Port, maintain existing business and identify and develop new trade opportunities.


Immediate objectives will include development of new auto and RoRo business for the Port's new auto berth, reefer cargo opportunities especially during the off peak season, and traditional break bulk and bulk cargoes. Supporting Tom in his new position are Vered Nohi-Becker, Marketing Services manager, and Anne Rizzo, Marketing manager of Cold Chain Distribution Services.

"The directors and I welcome Tom to the Port of Wilmington. Tom brings great talent and rich experience in transportation management and I am confident that he will make a positive contribution to DSPC's daily operations and future trade development," said DSPC Executive Director R. Adam McBride.


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