

Paul J. Birnbaum

Jacksonville Beach, FL 32250

904-333-6910

pjrb22@yahoo.com

www.linkedin.com/in/pauljbirnbaum/

Summary

Dynamic professional with outstanding exposure to the logistics industry. A creative thinker, problem solver and decision maker. Strong communication, interpersonal relations, mentoring, negotiation, and mediation skills. Sharp eye on client satisfaction with a successful track record in Operations, Marketing, Product Development, Vendor/Supplier Management, Sales, and People Development. Well organized and thrives under challenges while being driven equally by both quality and efficiency.

Experience

Ports America - July 2013 – Present

Vice President Sales

- Lead Directors of Auto Ro Ro – Cruise - Break-Bulk business units to support revenue growth
- Drove revenue growth at a year over year 9% increase in highly competitive markets
- Accountable to the organization for a Revenue Budget of almost \$400M.
- Global Lead on contract renewal for our top Auto Ro Ro Account, resulting in \$52M revenue
- Developed and implemented a key account program to support our top revenue customers
- Led a cross functional team to develop key customer facing KPI's/Metrics for top accounts.

Yusen Logistics Americas - April 2009 – July 2013

Director Strategic Business Development

- Managed largest strategic accounts of over \$75 million book of business
- Number one sales in year over year gross margin growth for 2013
- Provided teaching/coaching to operations teams to achieve revenue goals.
- Implemented marketing strategies leading to four new accounts producing over \$2 million in new revenues

NYK Logistics Americas October 2000 - March 2009

Vice President Intermodal - April 2007 - March 2009

- Identified opportunities on major equipment operations issues reducing cost 12%
- Managed supplier relationships resulting in \$4 million in rebate incentives
- Responsible for \$300 Million revenue business unit - P&L responsibility
- Lead successful transition of NYK business to new rail supplier resulting in better service and long-term stability
- Provided team building and business coaching
- Developed creative solutions to complex problems

Vice President of Sales GST Division - June 2005- April 2007

- Developed new business sales plans to grow market share
- Launched campaigns to hire, develop, and motivate top sales personnel
- Introduced key account program to protect peak season for key accounts
- Delivered \$225 Million revenue in annual sales
- Managed team of 35 sales professionals to achieve revenue and margin targets
- Key Member of "TOP 100" account initiative

Senior VP Operations GST - January 2003 - June 2005

- Key Member of Executive Leadership Team
- Managed operating plans for ensuring priority status for top accounts
- Responsible for all senior customer interaction with key accounts
- Expanded relationships between GST and its customers, vendors, and suppliers
- Facilitated communications between clients and GST for service disruption

VP Operations GST - October 2000-January 2003

- Saved \$2 Million in first 90 days through increased efficiencies
- Developed customer metrics and customer facing KPI's
- Designed peak season plan for efficient equipment capacity use
- Implemented top account priority status for premium service
- Streamlined operations by combining operating centers and increasing efficiency

Maersk Lines - April 1996 - October 2000

Manager Intermodal – Americas

- Held various Intermodal and Operations positions of increased responsibility through promotion

Consolidated Rail Corporation (Conrail) - April 1980 - April 1996

Manager Service Design & Planning

- Promoted to multiple Operations positions, including leadership roles, during my 15+ year tenure with Conrail

Education

Belhaven College - BBA cum Laude

Penn State University – Executive Leadership Training

University of Pennsylvania – Transportation Finance Program

Professional Associations

Sergeant at Arms Toastmasters International – Jacksonville Beach, FL

Lead Fund Raiser – Wounded Warrior Foundation - Habitat for Humanity