

## PROFILE OF PRINCIPAL R. J. (Jerry) Peterson

**GENERAL** Jerry has an MBA and 50 years experience in the transportation industry in diverse senior management positions including line sales and operations, vessel scheduling and management, terminal operations and planning, equipment maintenance and control, intermodal transportation, and quality processes. His recent focus has been on consulting, training, and establishing companies to serve the needs of transportation companies in the Americas.

**ACADEMIC** 1973 MBA  
Nicholls State University  
Thibodaux, LA

1967 BA - Economics  
Louisiana State University  
New Orleans, LA

**WORK** For 50 years Jerry has worked in the transportation industry in a wide variety of positions. For 221 years, he was employed by Sea-Land Service, Inc. - the world's largest container transportation company with revenue in excess of \$3 billion and a fleet of more than 70 vessels operating worldwide to 80 countries.

From 1960 - 1965, he held various entry level positions in several New Orleans trucking companies learning the basics of rating, billing, documentation, warehousing, dispatch, and interline. These trucking companies included West Brothers, Ryder, Red Ball, and Ozone

From 1966-1972, Jerry was employed by Union Carbide Corporation in Taft, LA. During that tenure he was the chief production-distribution planner at that major petrochemical facility, and later plant Traffic Manager. In those positions he was variously responsible for handling tow boats and barges on the Lower Mississippi, plant inventory levels of raw materials and finished products. Scheduling tanker arrivals, berth allocations, plant rail car usage, and allocating scarce plant raw materials were particularly challenging.

In 1972 Jerry joined Sea-Land as a pricing manager for the newly-formed service from the U.S. Gulf to North Europe. After various positions in pricing and conference management, in 1978 Jerry relocated to Houston to manage the \$120 million Southwest sales territory for the Atlantic division. In 1981 he moved to Chicago as General Manager, Midwest having 8 sales offices in 19 states and a \$10 million operating budget. In 1984 Canada responsibility was added and his operating budget doubled to \$20 million.

In 1985 Jerry moved his family to Rotterdam to become Manager of Europe Support Services. He assumed responsibility for vessel operations, cargo control, equipment control, terminal operations, and facilities engineering. He also managed Interport Sales and Westbound Transatlantic Marketing. In 1987 Jerry was additionally appointed to be joint negotiator for the new Rotterdam Hub ("Delta") terminal - the world's most advanced container handling facility. By 1988 Jerry became General Manager for all operations in West Europe which includes Sea-Land's largest terminal - Rotterdam. He had an organization of 180 people and an operating budget of \$50 million.

From 1989 - 1990 Jerry held the newly established position of Director of Quality - Europe/Mideast. He established and managed the quality process throughout this large region utilizing his personal skills in training, organization, and leadership.

After returning to the U.S. in 1990, Jerry became the Director of Equipment and Transportation for the Americas division in Dallas, TX. Then, in 1991 Jerry moved to the Florida headquarters of

*the Americas division to become Director of Operating Services and Quality reporting to the division VP. With a staff of 20, Jerry had responsibility over the \$420 million expense budget, and duties included vessel scheduling and management, equipment maintenance and control, offshore marine and terminal operations, intermodal transportation, security, loss prevention, and Quality.*

*In June 1993 Jerry left Sea-Land to form Admiral Management International in partnership with Dave Herring. Admiral is a successful transportation consulting firm with offices in Ft. Lauderdale, Florida. Admiral counts many prestigious transportation companies among its clients including NYK, Dole, TMM, Cast, Network, Hanjin Shipping, PIERS, Inchcape Shipping, Navieras de Puerto Rico (NPR), and Maritime Transport. During the last several years, Admiral's consulting work has focused on the areas of strategic planning, asset deployment, and cost management, as well as Business Process Reengineering (BPR).*

*In late 1993, Jerry assisted Dave Herring in forming Global Shipping Agencies, Inc. with offices in six Central America countries. In each country, different principals serve as owner/managers. Global performs general agency services for international container carriers.*

*In early 1994, Jerry joined with other principals to define and implement a security company, Phoenix Group, which primarily serves transportation companies with particular focus on anti-narcotics and anti terrorism measures. Phoenix has major contracts in Panama and Costa Rica. Jerry serves on the Phoenix Board of Directors and actively participates in the guidance and development of the Company.*

*In 1997, Jerry joined with others to establish Demurrage Collection Services, Inc. which provides collection services to all major ocean carriers operating in Central America. In 2000, he formed Carrier Credit Services with Dave Herring. CCS provides billing, collection, and credit services to carriers operating in the Caribbean and Puerto Rico. CCS recently began billing and collection for international chassis usage for Horizon Lines terminal operating company in San Juan.*

*In 2002, Supply Chain Security, Inc. was formed with transportation, systems, and security professionals to provide training to a broad base of clientele in the supply chain. With an original focus on C-TPAT compliance, the company has been very successful in publishing C-TPAT Compliance manuals in English and Spanish while developing a large web-based e-campus to assist in worldwide training. While developing courses originally for C-TPAT and the 24 hour rule, the company recognized the additional needs for hazmat training, bio-terrorism training, broad language capability, and customization to particular industry associations and companies. Using experienced trainers, classroom training is also provided as an alternative to web-based training.*

*In 2003, Phoenix Vessel Services was formed by Jerry with Michael McNicholas and David Herring to deliver the evaluation and approval of over 5000 ship security plans as compliant with the ISPS code. Using web-based technology, PVS, manages a staff of over 100 plan reviewers to handle this immense task. In this regard, PVS is the Recognized Security Organization (RSO) for the Panamanian Vessel Registry (AMP).*

*Over the last several years, he has been involved in the management of the business while traveling extensively to keep in touch with the global evolution of the transportation and shipping business. Among the significant trips were extensive trips to China (2009) and India (2007), co-leading a delegation of North Carolina businessmen through Central America (2008) and visiting most of the major ports in the Eastern Caribbean (2009). The most significant trip was the completion of a life long dream of riding a bicycle across the United States (2007).*

*Jerry and his partner continue to be involved in the creation and management of shipping related companies in Central America.*

**PERSONAL** Jerry is 67 years old and resides with his wife in South Florida

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Resume - Jerry Peterson  
2010  
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