

**RODNEY C. MCCLURE**  
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## **SUMMARY / OBJECTIVE**

A highly experienced executive with extensive management experience in logistics, marketing and sales. Expertise in the Far East, South American and European arenas, encompassing both domestic and international sourcing and transportation. Additional specialties include import / export; freight forwarding; ocean, rail and truck transport; and knowledge of production planning, warehousing and inventory control. A strong record of new business development, account maintenance and profit improvement through innovative cost saving programs. An energetic, focused, creative and enterprising professional. Well adaptable to either corporate team structure or entrepreneurial startup. Searching for a position where strength in general management of marketing, sales and building strategic alliances is a major consideration.

## **MAJOR ACCOMPLISHMENTS**

### **Management**

- General Manager, Matson Agencies SFO west coast sales and marketing of international logistics agency, encompassing Far East / European arenas. Reported directly to senior vice president.
- General Manager, west coast operations for J.F. Hillebrand GmbH. SFO; a European logistics company, specializing in international wine and spirits transport. Reported directly to vice president in Mainz, Germany.
- Marketing Manager, USA western region, Hapag Lloyd, San Francisco, CA. Structured marketing / sales / customer service departments to ensure quality control.
- Operations warehouse supervisor for Consolidated Freightways, Hayward, CA.

### **Marketing/Logistics/Sales**

- Directed western region marketing for Far East and N. Europe/Med import/export transactions, specializing in major moving commodities, including wine and spirits.
- Directed pricing and marketing for southbound trade lanes of cargoes from North America to South America, resulting in increased profits. Experienced in project cargo.
- Conducted research of marketing and sales techniques, resulting in improved utilization of sales executive account production.

**Marketing/Logistics/Sales, continued:**

- Developed and implemented an account database of clientele for regional sales offices resulting in improved market identification, tracking and sales direction.
- Conducted successful executive level client contacts to consistently meet targeted goals with both regional and global accounts.
- Directed successful sales for multi-state and multi-office regions to increase budget goals over consecutive years for both import and export targets.
- Experienced contract negotiator with importers / exporters / 3<sup>rd</sup> Party Logistics companies.

**WORK HISTORY**

2022 Jan thru Aug      Sailing Hawk HOA 'transition' Vice President, Star, ID

1991 to June 2019      Norton Lilly International / China Ocean Shipping Co. SFO  
General Manager, Marketing-Sales / District Sales Manager

1988 to 1991      Matson Agencies / Lavino Agencies, SFO, CA  
General Manager, Marketing and Sales (1990-1991)  
District Sales Manager      (1988-1990)

1983-1988 Showa Maritime Corporation, SFO, CA  
General Manager, Marketing and Sales

1979-1983 J. F. Hillebrand GmbH, SFO, CA  
Director of West Coast Operations

1975-1979      Hapag Lloyd GmbH, SFO, CA  
General Sales Manager, Western Region

1972-1975      Consolidated Freightways, Hayward, CA  
Linehaul dispatcher / dock supervisor

**EDUCATION**

University of San Francisco, San Francisco, Calif.  
Bachelor of Arts in Economics and International Marketing  
Additional Minor in Real Estate;

Proficient in Microsoft Office (Word, Excel, Access, Powerpoint); Microsoft Outlook

**EXPERIENCE HIGHLIGHTS**

- Asian / European / Mediterranean /N. American Arenas
- Knowledge of Import and Export Transportation Process

- Full understanding of international and domestic logistics structures
- Ability to take initiative when required
- Good crises management and problem solving
- Experienced in coordinating with customer service centers, to insure successful servicing of client base.
- Commodity specialist in (Export) Refrigerated Goods; dried fruit & nuts; foodstuff; wine and spirits and exempt cargo; (Import) General Department Store Merchandise; Consumer Products; furniture and Project Cargo.
- Experienced in multi-level relationships / staff to executive levels

#### **PERSONAL NOTES**

- Born in Ontario, OR February 7, 1944. Resided in Weiser, ID through 1944.
- Raised in Blaine County, ID, (Bellevue, ID). Graduated Bellevue High School 1962
- February 1964, joined US Navy; TAD San Diego CA 1964, then electronics school in Treasure Island (SFO) Fall 64/Spring 65. Transferred to USS Jenkins,, DD447 based out of Pearl Harbor, Honolulu, HI. Two tours SE Asia (66/67); two Vietnam Service Medals; mustered out as E-5 rating under Honorable Discharge Feb 3 1968.
- Upper level education: College of Idaho, Caldwell, ID Sept 62-April 63; Sept 63-Jan 64 / University of San Francisco (1969 – 1971. Bachelor degree in Econ/Intl Marketing
- Retired June 2019 from China Ocean Shipping Company, Shanghai, PRC / Secaucus, NJ after 25 years in regional / national sales management;
- California Real Estate Brokers license 1985 – 2022.

