

Memorandum



Date: March 10, 2022

To: Honorable Chairman Jose "Pepe" Diaz
and Members, Board of County Commissioners

From: Daniella Levine Cava
Mayor 

Subject: Mayoral Appointment – Director of the Seaport Department

Pursuant to the authority vested in me under Section 2.02(C) of the Miami-Dade County Home Rule Charter, I hereby appoint Hydi Webb to the position of Director of the Seaport Department/PortMiami, effective immediately.

Hydi is a maritime industry expert and nearly 30-year veteran of Miami-Dade County, most recently serving as Interim Director of the Port since January. Hydi began working at PortMiami as a college intern, and throughout her long career at the Port, she has held several key executive positions and her work has helped solidify Miami as the Cruise Capital of the World and one of the leading container ports in the nation. Her experience ranges from strategic oversight of cruise and cargo business development, including the negotiations of long-term agreements, client relations, marketing and communications, external affairs, and operations.

Hydi holds a Bachelor of Arts in Education from the University of Florida. Her resume is attached for your reference.

After conducting a national search, speaking to candidates around the country, we determined that Hydi was the best person to take over operation of PortMiami and shepherd it into a new era of success. Her expertise, professionalism, and leadership will ensure the Port remains a top economic driver for Miami-Dade County, creating new jobs, opening trade networks, and maintaining top safety standards for our community. I am proud to have her take the reins of such an important institution in South Florida.

Please join me in congratulating Hydi on this appointment.

Attachment

c: Honorable Harvey Ruvlin, Clerk of the Courts
Geri Bonzon-Keenan, County Attorney
Gerald Sanchez, First Assistant County Attorney
Jess McCarty, Executive Assistant County Attorney
Office of the Mayor Senior Staff
Department Directors
Yinka Majekodunmi, Commission Auditor
Jennifer Moon, Chief, Office of Policy and Budgetary Affairs
Basia Pruna, Director, Clerk of the Board
Eugene Love, Agenda Coordinator

Hydi Webb

PROFESSIONAL SUMMARY

A maritime industry expert with more than twenty-eight years of proven business, government, strategic planning, operations, management, and leadership experience at PortMiami. PortMiami is one of Miami-Dade County's most important economic engines generating \$43 billion annually to the local economy and supporting more than 334,000 jobs in Florida. It is the Cruise Capital of the World and one of the nation's fastest growing container ports.

WORK HISTORY

Miami-Dade County Seaport Department

May 1992 - Present

Interim Port Director

January 17, 2022 – Present

Responsible for the overall management and capital development of the Seaport Department, as well as maintaining and expanding business opportunities.

Deputy Port Director

February 2018 – January 16, 2022

Works alongside the Port Director & CEO in developing, planning, implementing and directing activities of the Seaport Department. Responsible for day-to-day functions, operational management, and long-term planning of the Seaport.

- Provides management direction and administration of the department, including the Office of the Managing Director and Chief Financial Officer, Chief Operating Officer, Intergovernmental and International Affairs, Planning, Environmental, and Resiliency, Public Affairs, and Strategic Initiatives.
- Oversees and negotiates highly complex cruise and cargo development contracts to increase revenue and support the Seaport's rapid expansion.
- Formulates the Seaport's mission, goals, objectives, and long-range strategic planning.
- Guides organizational development and performance excellence initiatives.

Assistant Director, Business Development & Marketing

April 2014 – February 2018

Responsible for developing the principal business model for the Seaport and implementing its goals through marketing and partnership development, contract negotiations, trade development, and public relations.

- Identified and solicited new business to increase Seaport revenues, maintain current customer base, and administer market development and trade expansion.
- Negotiated long-term contractual business agreements with the Seaport's cruise and cargo line partners.
- Prepared departmental agenda items for the Office of the Mayor and presentation to the Board of County Commissioners.
- Managed the Port's Tariff, which governs the Port's fee structure and rates. Developed cost-competitive strategies.
- Supervised cargo development activities, including intermodal and Free Trade Zone activities.
- Administered the Seaport's promotional expenses and participated in the Department's budget planning.
- Supervised activities of the Public Affairs, including collateral materials, advertisements, special events, and media relations.
- Worked with Capital Development Division to ensure cruise and cargo projects were completed on time and on budget.

Manager, Seaport Business Development

May 2007 - April 2014

Responsible for implementing marketing and business plans to generate revenues for the Seaport.

Hydi Webb

- Developed and implemented strategic marketing plans in conjunction with Seaport's Master Plan.
- Originated specific marketing plans for areas of growth and established concise campaigns for targeted markets.
- Negotiated contractual agreements and prepared agenda items.
- Prepared statistical reports using various databases. Provided in depth analysis of data and formulated specific action plans.
- Monitored industry reports, trends, tariffs, and economic developments concerning activities of competitive ports. Managed economic impact studies for the Seaport.
- Administered the Seaport's promotional expenses and budget planning.

Manager, Seaport Cruise Development

April 2001 - May 2007

Developed and implemented cruise marketing plans to increase revenues for the Seaport Department.

- Developed and administered marketing strategies to promote the Seaport.
- Researched and generated strategic plans for potential areas of new growth.
- Formulated campaigns for targeted markets, including preparation of collateral materials.
- Provided proactive customer service and problem resolution for the Seaport's cruise line partners.
- Solicited new cruise lines and services in areas identified as new markets.
- Served as liaison between Seaport divisions for cruise-related issues.
- Worked with U.S. regulatory agencies to promote international commerce and tourism.
- Represented the Seaport at local and international conferences and trade shows. Participated with various cruise/tourist boards. Worked with trade-related groups and chambers of commerce to expand business.

Manager, Seaport Advertising & Public Relations

December 1997 - April 2001

Managed community relations, public relations, advertising, and event planning.

- Developed and implemented high-visibility industry functions such as worldwide cruise and tourism events, international trade conferences, and seaport forums.
- Coordinated civic and charitable functions supported by Miami-Dade County.
- Organized logistics of ship inaugurations and christenings.
- Devised and administered Seaport's advertising program; directed advertising placements on local and international levels. Oversaw outside agency services for Seaport including advertising agency, printers, and publishing companies.
- Planned and maintained budgets for advertising, promotions, and special events.

Seaport Conference Coordinator

May 1992 - December 1997

Planned, organized, and administered industry conferences, seminars, conventions, and exhibitions.

- Represented the Seaport at industry conferences and events.
- Coordinated schedules, agendas, and budgets for industry events.
- Generated post-event evaluations and close-outs.

Summit of the Americas

June 1994 - December 1994

Special Assistant to the Executive Director of the historic meeting of all democratically elected Heads of State of the Western Hemisphere. Coordinated with diplomats and their delegations from over 22 countries.

EDUCATION

University of Florida, Gainesville, Florida

Bachelor of Arts in Education, with high honors, May 1992