



DIRECTOR, MARITIME BUSINESS AND TRADE LANE DEVELOPMENT

Department: Maritime

Level: 10, Exempt

Unit: 4430

Supervises: To be determined

Purpose:

The Director, Business and Trade Lane Development provides strategic leadership for advancing the Port of Boston's commercial growth and competitive positioning. This role is responsible for defining, communicating, and executing the Port's value proposition through targeted trade lane development, carrier and customer engagement, and market-driven business development strategies that support economic growth across the Commonwealth and the New England region.

The Director leads the development and implementation of maritime business development initiatives for the Port of Boston and Massport's maritime facilities, working collaboratively with internal teams, terminal operators, transportation providers, shipping lines, cargo and cruise partners, and regional business and tourism stakeholders. In close coordination with senior leadership, the role supports sustainable cargo and cruise growth at Conley Container Terminal and Flynn Cruiseport Boston by strengthening existing services, attracting new opportunities, and advancing diversification of providers and services consistent with Massport's long-term strategic objectives.

ESSENTIAL RESPONSIBILITIES OF THE JOB

Strategic Growth and Operational Effectiveness

- Develop and execute a strategic growth plan for the Port of Boston that aligns with organizational priorities and leadership objectives, with a focus on revenue growth, service expansion, and client diversification across cargo and cruise operations
- Identify and evaluate new market opportunities, emerging trade and tourism trends, and prospective customers within domestic and international cargo and cruise markets

- Serve as the primary commercial and customer relationship lead for existing and prospective port customers, ensuring a high level of engagement, service coordination, and responsiveness
- Partner with internal marketing and communications teams to design and implement targeted outreach initiatives, promotional materials, and campaigns that support business development objectives and attract new services and customers
- Develop benchmarks and Key Performance Indicators (KPIs) to effectively monitor performance and initiate action plans to achieve or surpass goals according to the business development strategic plan
- Creates and executes customer service strategies and programs to improve customer satisfaction and retention
- Participates in and/or reviews policy initiatives to promote the growth of cargo and cruise passenger business at the Port of Boston
- Oversee and develop value added services, tools and programs that improve business competitiveness

Cross-Team Coordination and Executive Partnership

- Works closely with the operations and Capital Programs teams to provide input on facility upgrades, berth availability, and equipment needs to support cargo and cruise growth
- Partners with leadership to organize the port's future development planning to accommodate anticipated trends in domestic and international trade, including accommodation to advances in shipping technology; evaluates periodic research data that deals with the expansion of the port and coordinates port development initiatives with the Maritime team;
- Manage timelines, workflows, and deliverables for initiatives across business development efforts
- Partners with the Maritime Finance Deputy Director to establish budget for business development activities
- Supervises, mentors, and coaches a team of trade development professionals
- Partner with Maritime functional leads to ensure strategic priorities are aligned, resourced, and advancing
- Work cross-functionally with terminal operations to drive service excellence and develop customer-specific, value-added solutions

Executive Partnership & Department Readiness

- Prepare communications, briefings, and presentation materials on behalf of the Business Development team, translating internal work into clear, compelling narratives for leadership, internal partners, and external stakeholders

- Represents Massport and the Port of Boston at external meeting, boards and stakeholder meetings
- Attends cargo and cruise industry seminars, trade, and industry association meetings to promote the Port of Boston, and to keep current on changes occurring in the cargo transportation and cruise industries

JOB REQUIREMENTS AND QUALIFICATIONS

Education

- Bachelor's Degree in business, marketing, supply chain, or related field is required.
- Master's degree is preferred

Experience

- 7+ years of professional experience in the ocean cargo or cruise transportation industry or related business development
- Previous supervisory experience required
- Experience managing complex, cross-functional projects and working directly with senior leaders
- Strong writing, planning, and organizational skills
- Experience using data to drive decisions, including analytics, dashboards, or planning tools
- Experience in commercial contract negotiations
- Demonstrated experience in customer relationship management with the ability to effectively serve as a liaison between customers and operational teams

UNIQUE EXPERTISE/CERTIFICATION/REGISTRATIONS:

- Strong knowledge of DATAMYNE, PIERS, or other maritime trade database experience preferred
- Strong background in Maritime commerce, logistics and partnerships
- Ability to pass Massport pre-employment background checks, controlled substance testing, and security checks
- Must successfully pass a seaport security background check and compliance to obtain a Transportation Worker Identification Credential (TWIC)
- Ability to obtain a Passport

WORK SCHEDULE

- Ability to work a minimum of a 37.5-hour workweek and to meet the demands of a fluctuating workload, including evenings and occasional weekends as needed.

- Ability to travel locally, nationally, and internationally as required for stakeholder engagement, conferences, or industry forums.
- This position is based at Massport's Fish Pier and requires flexibility.