

CHARLES J. BAUMAN, III

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A senior professional with significant marketing, project management and revenue generating experience in the public and private sectors. Areas of expertise include:

- Marketing experience in the public and private sectors.
- Design of proven marketing initiatives resulting in major corporate relocations and expansions
- Effective administration of business attraction and retention programs
- Media relations and outreach development
- International and domestic business development in the maritime, real estate development (office, warehouse, hospitality) logistics and retail industries
- Direct interface with senior level corporate officers and decision makers
- Visible member of professional community
- Invited speaker for professional seminars and panels

Experience

Senior Advisor, Kaufman & Canoles Consulting; Norfolk, VA; May 2005-Dec. 2010

Areas of Focus

- . Business development services adding value to established corporate initiatives
- . Public private development strategies
- . Government agency services
- . Site search for real estate development opportunities and business location/expansion
- . Incentive negotiation, rezoning activity, development plan approval
- . Economic development financing strategies
- . Government liaison to local, state and federal entities on behalf of the client base

Results

- . Secured over \$2.5M in business incentive grants for ongoing development projects
- . Successfully implemented maritime and logistics practice within consulting firm
- . Proven record of business development and income generation
- . Increased visibility of consulting services resulting in new business opportunities
- . Management of substantial ongoing client base

Director, Economic Development, Virginia Port Authority; Norfolk, VA; 1997-2005

Areas of Focus

- Port-related business attraction to increase port-wide business development
- Virginia Port Authority's senior economic development representative
- Implementation of "maritime team" to bring about port-related business investment
- Direct calls on private sector decision makers with the capacity to direct port-related business to the Virginia Ports service region
- Relationship development with special attention to local, regional and state-wide elected and professional government representatives throughout the Commonwealth of Virginia
- Presentations to a variety of audiences both private and public
- Coordination of association work with the American Association of Port Authorities Economic Development Committee
- Successful strategies to encourage speculative warehouse development to accommodate port related business expansion
- Design and implementation of marketing programs resulting in significant results for marine terminal operators in the Hampton Roads region of Virginia

Results

- Over 7 million square feet distribution facilities established by major port users
- In 2004 the Port of Virginia handled an additional 40,000 containers originating from or destined to locations within the Commonwealth
- Virginia Inland Port container growth of over 100% in 2004 due to an increase in distribution facilities
- Major port-related user announcements during tenure include but not limited to: Target Corporation, Wal-Mart, Cost Plus World Market, The Home Depot, Sysco Corporation and Sharper Image
- Increase from forty-four to over fifty-six distribution centers in Virginia

Manager of Marketing, Department of Development, City of Norfolk; Norfolk, VA; 1983-1997

Responsible for international and domestic business attraction to the City of Norfolk. Promote Hampton Roads and Virginia as a global business destination. Developed and implemented marketing plans designed to diversify and stimulate quality employment opportunities for the City and region.

Areas of Focus:

- Marketing initiatives in strategic domestic and international markets on an extensive basis
- Marshall local and state business incentives as part of business attraction efforts
- Manage maritime industry attraction program
- Working relationships with local, state, and federally elected officials
- Business retention experience involving direct contact with principal corporate officers
- Public and private sector support and joint participation in municipal, regional and state economic development projects
- Production of marketing support materials
- Effective management of project consultants

Results:

- Major corporate relocations/expansions to Norfolk and the Hampton Roads region. Examples include: United Services Automobile Association, Harris Publishing Company, General Electric Capital Corporation, Pitney Bowes Corporation, American Funds, NationsBank Card Center, Vanguard Military Equipment Company, BLP Group Companies and Maresk Line Ltd.
- Development, land acquisition and retailer recruitment in MacArthur Center, a major upscale retail facility with over one million square feet of retail space resulting in a \$300 million investment
- Development of major league AAA baseball stadium in association with the New York Metropolitan Baseball Club, Norfolk Tides, resulting in a \$20 million investment

Marketing Representative, Armada Hoffer Company; Chesapeake, VA; 1982-1983

- Marketed and leased speculative office and warehouse developments in the Hampton Roads region.
- Researched and initiated marketing strategies and targeted companies in the government, Fortune 1000 and real estate brokerage sectors.

Marketing Representative, Norfolk Convention & Visitors Bureau; Norfolk VA; 1979-1982

- Member of management team responsible for the City of Norfolk's convention marketing activity targeting the association and corporate markets.
- Developed extensive contacts with association boards and senior management.
- Managed sales presentations, public relations events and exhibits in industry conventions and trade shows to achieve stated goals of the organization.

Education; Bachelor of Arts, Political Science, Old Dominion University, 1979

Professional Development

Accomplished executive management courses of The College of William of Mary, University of Virginia and The Wharton School, University of Pennsylvania

Professional Association and Membership/Affiliations (current & past)

- Virginia Economic Developers Association

- Virginia Maritime Association
- Hampton Roads Association of Commercial Real Estate Executives (Board of Directors 2000-2004)
- Chairman-Maritime Economic Development Committee, American Association of Port Authorities (2000-2004)
- Board of Directors, World Affairs Council-Hampton Roads (1999-2004)
- Board of Directors, Old Dominion University Alumni Association (1997-2006)