

UNO TRANSPORTATION INSTITUTE

UNOTI Guest Lecture Event:

“Insights from the Water Institute of the Gulf”

Robert “Bobby” Landry

Senior Advisor

The Water Institute of the Gulf

Friday, October 4, 2024

10:30 a.m.— 11:30 a.m.

Milneburg Hall, Room 273



Please join UNOTI for a conversation with **Bobby Landry** as he discusses how the transportation business is becoming more science and technology-oriented.

About the Speaker: Mr. Landry brings years of experience in maritime business including cargo and maritime leases, cruise and tourism, industrial real estate, and vessel berthing. Before joining The Water Institute, Landry was at the Port of New Orleans where since 1989 he has served as the Director of Marketing, Senior Manager of Operations, and most recently as Vice President and Chief Commercial Officer.

As Vice President and Chief Commercial Officer, Landry's focus was on increasing business volumes at the Port by means of customer outreach, new service developments, and joint venture opportunities. Landry was also responsible for working with both the state and local economic development agencies to increase maritime-related investment in the New Orleans area and the state of Louisiana.

Landry came to his post in New Orleans with nearly five years of experience as manager of marketing research for the South Carolina State Ports Authority in Charleston. Previous to that, he was a marketing instructor at LSU, Clemson University, and the College of Charleston in South Carolina, where he taught International Business, Marketing Research and Consumer Behavior.

Mr. Landry holds a bachelor's degree in Psychology and a Master of Science degree in Marketing from Louisiana State University in Baton Rouge, Louisiana. Mr. Landry is married, and he and his wife, Terri, have one son, Rob.



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