



## **PORTCORPUSCHRISTI**

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### **PORT CORPUS CHRISTI CREATES A COMMUNICATIONS DEPARTMENT** *“Marketing & Public Affairs Manager Promoted to Director of Communications”*

**CORPUS CHRISTI, TEXAS** – Port Corpus Christi has reinvented itself in the last 10 years. As the Port continues its role as the economic engine of the Coastal Bend and become a more diverse gateway to the world, the restructure of the marketing and communications efforts is paramount to the future success of the port's direction and image. The need for a department to be able oversees all communications matters was one of the Port's priorities as part of its restructuring. Officially, June 1, 2010, Port Corpus Christi will officially stand up a Communications Department fully responsible for promoting awareness of the value that the Authority provides to its employees, surrounding communities, the State of Texas and its customers.

To lead this new Port Department, The Port promoted Patricia Cardenas, formerly Marketing and Public Affairs Manager. Cardenas charter is to oversee all matters related

to the Port Brand, its internal and external communications, news and trade media relations, advertising, electronic communications, event planning, and community relation for the Ports Authority. She is a Colombia, South America native, armed with Bachelors of Fine Arts and Masters Degree in Science from Texas A&M University – Kingsville. Cardenas is the one of two Port staff that earned a Professional Port Manager Certification by the American Association of Port Authorities. She joined the Port on July 27, 1998 as Community Relations Coordinator. Throughout her 12 year career with the Port, she served as the Community Relations Manager, Public Affairs Manager and Marketing and Public Affairs Manager.

The primary economic engine of the Coastal Bend, Port Corpus Christi is one of the 10 largest ports in the United States in total tonnage. The Port's mission statement is to "serve as a regional economic development catalyst while protecting and enhancing its existing industrial base and simultaneously working to diversify its international maritime cargo business." Strategically located on the western Gulf of Mexico, with a straight, 45' deep channel, the Port provides quick access to the Gulf and the entire United States inland waterway system. The Port delivers outstanding access to overland transportation with on-site and direct connections to three Class-1 railroads and uncongested interstate and state highways. The Port is protected by a state-of-the-art security department and an award-winning Environmental Management System. With outstanding management and operations staff, Port Corpus Christi is clearly "*More Than You Can Sea.*"