

2021 BUSINESS SUMMIT: GLOBAL TO LOCAL



THURSDAY, JULY 15, 2021

Virtual Webinar

10:00 a.m. – 11:30 a.m.

MEET OUR SPEAKERS

OPENING KEYNOTE



SAM RUDA, DIRECTOR OF THE PORT

Port Authority of New York & New Jersey

As the Director of the largest port on the US East Coast and third largest in the nation, Sam Ruda is responsible for the overall management and operations at the Port of NY & NJ, as well as oversight of the seaport's capital improvement program, port performance, and ongoing environmental initiatives that continue to sustainably advance Port efficiency and modernization.

Sam has held senior management positions with global container carriers such as Sea-Land Service, American President Lines and NYK Line. Prior to joining the Port Authority of NY & NJ, Sam held the position of Chief Commercial Officer for the Port of Portland (Oregon), and he is also the former Director of Global Transportation for Nike Inc. Sam was born and raised in New Jersey and holds a bachelor's degree in economics from Rutgers University.

RESOURCE SPEAKER



SARA CAEDDU, SENIOR TRADE & INVESTMENT ANALYST

New Jersey Economic Development Authority

Sara joined the NJEDA in 2018 as the Sr. Trade and Investment Analyst for the newly created Office of International Trade and Investment. In her position she has assisted senior leadership with strategic planning and coordination of FDI attraction strategies, developed FDI analysis and designed international initiatives. She has also acted as the liaison with the international diplomatic and business community in the greater New York city area.

Prior to joining the NJEDA, Sara spent 20 years in the public and private banking sector in Italy, where she focused on financial support for small and medium-sized enterprises, export finance, and international relations. She has organized banking delegations for over 30 government-sponsored economic missions in coordination with the Confederation of Italian Industries in 25 countries across North Africa, the Middle East, Asia, and Latin America.

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CLOSING KEYNOTE



MELANIE WILLOUGHBY, EXECUTIVE DIRECTOR

New Jersey Business Action Center

Melanie Willoughby, named one of New Jersey's most influential economic development leaders in 2021, is no stranger to the New Jersey business community. Before joining the NJBAC in 2018, Melanie served as the Chief Government Affairs Officer of the New Jersey Business & Industry Association (NJBIA). A seasoned government relations strategist, Melanie has worked with state and local levels of government as an advocate for businesses of all sizes.

Prior to joining NJBIA, she served as the president and CEO of the New Jersey Retail Merchants Association, a statewide retail business organization representing over 3,500 stores.

Her personal motto – “I’m from state government and I’m here to help” – reflects her commitment to aiding New Jersey business owners.

TODAY'S AGENDA

10:00 a.m.	Welcome	
10:10 a.m.	Opening Keynote	<i>Sam Ruda, Port Authority of NY & NJ</i>
10:40 a.m.	Resource Speaker	<i>Sara Cadeddu, NJEDA</i>
11:00 a.m.	Closing Keynote	<i>Melanie Willoughby, NJ Business Action Center</i>

THANK YOU TO OUR SPONSORS



ZOOM TIPS

- There will be time after each speaker for Q&A.
- Be sure to use the Q&A function at the bottom of your screen to submit your questions to the moderator.
- Tech problems? Email Gretchen DiMarco at gretchen@princetonmercer.org.

UPCOMING EVENTS

Wednesday, July 20 8:00AM	Real Estate: A New Model for Hospitality	<i>Nassau Club</i>
Thursday, July 22 10:00AM	DE&I Uncomfortable Conversation Series Part 2	<i>Virtual</i>
Friday, July 30 10:00AM	Trenton Economic Development Series: Growing Green Jobs in Trenton	<i>Virtual</i>

