

# 2024 OUTSTANDING WOMAN CIP MARITIME AWARD OF THE AMERICAS

ANNIVERSARY EDITION

*A DECADE OF RECOGNIZING OUTSTANDING PORT MANAGEMENT*



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DEPARTMENT OF  
SUSTAINABLE  
DEVELOPMENT

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## OUTSTANDING WOMAN IN THE MARITIME AND PORT SECTORS

The 2024 Maritime Award of the Americas includes the category Outstanding Woman in the Maritime and Port Sectors, organized by the Secretariat of the Inter-American Committee on Ports (CIP) of the Organization of American States (OAS), in collaboration with the Inter-American Commission of Women (CIM) of the Organization of American States.

Now in its' 8th edition, the Award recognizes a female port and maritime professional who demonstrated dedication, leadership and innovation, empowering other women through significant achievements, as well as professional contributions for the development of the maritime and port sectors of the Americas.

## MESSAGE FROM THE SECRETARIAT



**Jorge Durán**  
**Chief of the Secretariat**  
**Inter-American Committee on Ports**

The CIP awards the 2024 Outstanding Women in the Port and Maritime Sector, now in its 8th edition, with the sole purpose of recognizing the exceptional trajectory of women in the port sector. In this regard, we extend our most sincere congratulations to the winner of the 2024 Outstanding Woman in the Port and Maritime Sector Award



**Mona Swoboda**  
**Program Manager**  
**Inter-American Committee on Ports**

Recognizing the fundamental role played by women in port development, as well as making visible their significant contributions to the efficiency of the industry, not only promote women empowerment but also make our sector more competitive, inclusive and modern. In this context, it is an honor to congratulate our 2024 Maritime Award of the Americas "Outstanding Woman in the Port and Maritime Sector" for her invaluable contributions to the port and maritime sector in the Americas.

# Outstanding Woman in the Maritime and Port Sectors



**Valrie Campbell**

**General Manager of Operations**

*Kingston Wharves Limited, Jamaica*

For her leadership and dedication through significant achievements, as well as professional contributions for the development of the maritime and port sectors in the Americas.



*Please note that the images belong to Portside Caribbean Magazine.*

# Valrie Campbell

## Jamaica

Valrie Campbell, General Manager of Group Operations at Kingston Wharves Limited (KWL), is a prominent figure in Jamaica's port industry. Her appointment in 2016 made her the first woman to lead operations at a terminal in Jamaica and the first in KWL's 74-year history. Her career reflects a remarkable ascent, starting as a receptionist and telephone operator at the terminal, later obtaining bachelor's and master's degrees, and various specializations, demonstrating her ability to break the glass ceiling and overcome gender barriers in a male-dominated field.

Responsible for the daily management of the Kingston Wharves terminal, her leadership extends to overseeing operational policies and procedures, ensuring efficiency and safety in all activities. Under her direction, she oversaw a key business segment responsible for over 70% of the organization's revenue and profits, leading to a terminal revenue growth of over 30% and profit increase of over 400%.

**My focus at this time is giving back and helping to hone and unlock the potential of other talented individuals in the industry, including women. - Valrie Campbell**



# Commitment to security...

In addition to her role at the terminal, Valrie Campbell serves as the Chief Port Security Officer, liaising and collaborating with the community to strengthen security mechanisms within the port sector. Her commitment to safety is reflected in the implementation of strategic initiatives to promote safe work practices and compliance with local and international regulatory standards.

In terms of leadership, she has proven to be an inspiring and empowering figure for other women in the industry, leading numerous projects and programs, including the implementation of new technologies and innovative solutions to enhance operational efficiency and customer satisfaction.

# ...and women's empowerment

Furthermore, her active participation in organizations such as Women in Maritime Association Caribbean (WiMAC) and Women's International Shipping & Trading Association (WISTA) Jamaica, and her commitment to the professional development of women in the sector through her role as an active mentor, positions her as a key advocate for gender diversity and inclusion in the maritime sector. Her work in this area can be seen in KWL's noticeable shift towards hiring more women in non-traditional roles, with now 50% of junior managers being women, compared to no representation less than a decade ago.

It is also worth highlighting Campbell's social responsibility, as she promotes sustainable practices and the development of public-private partnerships to address environmental and socio-economic challenges in the community. Likewise, her involvement in volunteering activities and membership in community organizations underscore her commitment to the overall welfare of society.

Valrie Campbell's work in the port industry has been recognized by both peers and external organizations, making her the recipient of the 2019 WiMAC Award for being the first female Terminal Manager in Jamaica. In summary, Valrie has significantly contributed to KWL's competitiveness through her innovative leadership, commitment to sustainability and social responsibility, and advocacy for gender equality in the workplace. Her exemplary career and dedication to breaking gender barriers make her a visionary leader and a driving force for change in her industry and community.



*Valrie Campbell (right) receives the award from KWL Chairman Jeffrey Hall (left).*



*Valrie Campbell (left) receives an award from H. E. the Most Hon. Lady Allen for her achievement as the first female terminal manger (2019).*

This publication has been prepared by the Secretariat of the Inter-American Committee on Ports of the OAS based on the information received in the call for applications for the Award.

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*Please note that the images belong to KWL Jamaica and Portside Caribbean Magazine.*

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