



## TONY BERSON

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### Biography

Tony is the Managing Director of Airland Logistics Asia Pacific. Overseeing global sales and marketing, Tony's entrepreneurial passion and resources focus has been a critical success factor in the rapid growth of the Company's Australian and SE Asian operations.

Tony's ability to deliver unique and sometimes high-risk transport solutions can be attributed to a career spanning more than 23 years in the global freight forwarding industry. Working his way from the bottom up, Tony gained first hand experience in all facets of the logistics business, from air, sea and multimodal transport through to customs, load mastery and sales.

Partnering with clients throughout the complete project lifecycle, Tony's service model is aligned with critical decision points to support the achievement of financial and operational objectives. His unique understanding of mining related industries, combined with specialist country knowledge, enables Tony to provide unique logistical solutions from the point of mobilisation through exploration, construction and production.

Known for delivering on the promises he makes, Tony drives a business culture of reliability and honesty. Heavily engaged in corporate social responsibility and personal philanthropic pursuits, Tony is a firm believer that companies have a responsibility to give back to the countries in which they operate.

### Expertise and Specialist Knowledge

- Problem solving complex, time sensitive, logistical demands across all modes of international transport
- Specialist country knowledge in critical mining hubs such as Africa, SE Asia, North & South America, CIS and Mongolia

- Delivery of customised solutions to support critical decision making
- Deep understanding of key service points and critical requirements in the mining, oil and gas project lifecycle (e.g., design, build, construction, commissioning)
- Country entry and exit planning for mining companies and their contractors
- Scheduling and supply chain management
- Risk mitigation

### Professional History

Tony began his career with Danzas Pty Ltd in 1989, the then second largest international freight forwarder in the world. Over a six-year period he held various positions, developing a strong foundation in airfreight, ocean freight and container transport.

In 1995, Tony joined Malaysia Airlines, where he engaged in cargo sales and reservations. In his role in cargo sales and services he was responsible for aircraft loading and sales including liaison with local and international industries – providing him with invaluable negotiation and problem solving skills in the air transport industry.

Between 1995-2006, he managed sales for a well-known Western Australian owned International Freight Forwarder, giving him the opportunity to really express his entrepreneurship. It was during this time that he identified mining as a key target and developed specialist skills and deep knowledge of the issues impacting the resources sector.

In 2006, Tony took the opportunity to join Airland Logistics as an equity partner, opening the first Asia Pacific branch in Perth Western Australia. He has not looked back, rapidly growing the Australian operations into a \$20m business.