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Oil transport outfit gets shipshape with Heidmar

One of the shipping industry's standard bearers is changing its organization with the goal of improving service to its customers and pool partners and facilitate its growth in oil transport.

The new structure at Darien-based Heidenreich Marine Inc., primarily involves separation of the company's activities into distinct operating entities. A new parent company, which will be called Heidmar Inc., will be formed to oversee all the Heidmar companies and to manage strategic growth.

Per Heidenreich, currently president of HMI, will become chairman and chief executive officer of Heidmar. Charles Tammara, now a vice president and chief financial officer, will become an executive vice president and chief financial officer of Heidmar.

Timothy Brennan, who has been with HMI for nearly 10 years and is a vice president and general manager of chartering and operations, will become president of HMI.

Commenting that planning for the change started about six months ago, Tammara said the reorganization should give Per Heidenreich the opportunity to focus on new business strategies.

HMI will continue to be responsible for the commercial management for all vessels under Heidmar's commercial control and will continue to serve as the general agents for the Star Tankers Pool and the Dorado Tankers Pool.

Heidmar, through its offices in the United States, England, Singapore and Venezuela employs 60 people and operates a global fleet of 50 tankers in the 35,000- to 70,000-ton range.

A major change involves consolidation of all information technology activities within the Heidmar group into one company, to be called Heidenreich Innovations Inc.

Fritz Heidenreich, currently HMI's vice president of information technology and son of Per Heidenreich, will become president of the new entity.

Since June, the company has been marketing its Q88.com software to tanker companies, and in December it launched QBulk.com for operators of dry bulk fleets. The software it developed helps ship captains complete often complicated questionnaires required by terminals, ports and charterers regarding a vessel and its trading history.

Heidenreich Innovations will market its Vessel Management System software as QFleet.com, providing ship owners, ship managers and charterers with a Web-based program that calculates voyage results, maintains voyage statistics, keeps track of vessel positions and provides real-time voyage information.

The company has used the software for several years for its pool of ships.

"We're taking our own solutions and marketing it externally," said Fritz Heidenreich, expecting the software to be available in July. "We have an advantage over our competitors with our software, but there are a lot of companies we can sell to because the industry is so large, and there are so many different segments."

The software developed by the company is a major contributor to its success, said James Lawrence, publisher of Marine Money, a Stamford-based publication specializing in financing for the shipping industry.

"It's a very competitive business. Taking its products and blowing it out to the marketplace shows a lot of confidence," Lawrence said. "This is one of the progressive, expanding businesses in our community."

Brennan, Fritz Heidenreich and Jerry Townsend, managing director of the Star Tankers Pool, will also become executive vice presidents of Heidmar Inc.

"Tim Brennan and Fritz Heidenreich, as heads of our two most important business streams, are representative of the next generation of Heidmar employees that will assure our progression to becoming a logistics company in the oil service industry," Per Heidenreich said.