

HEIDENREICH FOUNDER GIVES 'NEW GENERATION' PLENTY OF ROPE  
-TALKING ABOUT HEIDENREICH WITHOUT TALKING TO HEIDENREICH-  
*Tradewinds*

Per Heidenreich, of course, founded Heidmar in 1985 and grew it into the pool power it has become while rising as an industry statesman in his own right. But these days, the genial Norwegian is as likely to be watching over things from his home country or from a sunny golf course as he is from its Darien headquarters.

When it comes to daily business, the new and decidedly youthful face of Heidmar is Tim Brennan. Although he is a 13-year company veteran, he hardly looks his 40 years but for a touch of greying hair.

"As long as these things exist, Per is never too far away," Brennan said, smiling and waving his Blackberry. "But it's true that he's taken a step back, while maintaining a role of setting the overall vision for the company."

Since the company's internal realignment in 2002, Brennan has been president of Heidmar Inc, the group's holding company. He is responsible for the overall strategies in operations and trading.

Brennan had spent a majority of his Heidmar career as a chartering man, leading the department since 1997.

"The job doesn't really seem that different," Brennan said. "The only real difference is I'm no longer involved in the day-to-day fixing of ships."

Heidmar pools boss Jerry Townsend said: "The transition has been seamless. The future of the company is going to be Tim."

Aframax pool Sigma Tankers was the first to be launched under the new generation, followed last year by Marida Tankers in the European market.

"Per has given us a lot of rope," Brennan said. "So far we've managed not to hang ourselves."

Brennan is a graduate of the US Merchant Marine Academy at Kings Point, New York, but has experience outside the maritime world as well. From 1988 to 1991, he worked for military contractor Textron Lycoming in Stratford, Connecticut.

Although he would earn an MBA years later while employed by Heidmar, Brennan reflects that "I probably learned a lot more about management while working as a floor supervisor in that factory at least as it relates to dealing with people".

Brennan lives in the Connecticut town of Redding with his wife, Irene, their daughter and two sons.

By James Killingworth

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