

◆ Profile

Dynamic and results driven sales, marketing and operations management professional with over 20 years of progressive experience in building market presence and driving strong and substantial revenue growth through optimizing operations networks. Dedicated and motivated professional known for overall integrity and ability to develop win-win scenarios. Catalyst in implementing positive change with product positioning to improve profitability and operational efficiency.

◆ Strengths

- Proven track record for analysis of market, identifying key areas for improvement and successfully meeting or exceeding target goals and objectives.
- Repeated success in program creation, development, and implementation in critical areas.
- Defining annual marketing and annual sale revenue goals, analyzing trends and establishing pricing strategies.

◆ Education

MBA Candidate
Washington State University
Vancouver, WA

B.S. in Business Operations Management – Magna Cum Laude
Drexel University
Philadelphia, PA

Lenape High School
Medford, NJ

◆ Highlights of Qualifications

- Extensive background in directing daily operations and senior level initiatives, effectively managing programs and projects pertaining to:
 - ◆ New Business Development
 - ◆ Advertising & Promotions
 - ◆ Public & Media Relations
 - ◆ Special Events/Train Planning
 - ◆ Operations Planning & Development
 - ◆ Fleet Management
 - ◆ Distribution Networks Planning
 - ◆ Supply Chain Management
- Successfully developed and implemented numerous business, marketing, and sales strategic plans through result analysis.
- Utilized innovative strategies, methods, and techniques to increase market presence, acquire new accounts, and stimulate multi-million dollar sales growth and achieve revenue goals.

◆ Professional Experience

CSX TRANSPORTATION **2002-Nov. 2005**
A railroad offering efficient freight transportation options for a wide spectrum of industries in the US, Canada and Mexico.

Account Manager – Vancouver, WA

- Design, market and sell CSXT services to key customers across all commodity markets. Facilitate, manage, negotiate and close complex commercial proposals in conjunction with Marketing, Service Design, Equipment Management, Operations, Customer Service, Industrial Development and other ancillary groups. Manage and increase the value of portfolio by creating and executing strategic account plans. Lead and strengthen business relationships within CSXT and customer organizations while pushing each for improved performance, increased business levels and increased market share.

CRAIN COMMUNICATIONS, INC. **2001-2002**
A publishing company providing vital news and information to industry leaders and consumers with over 30 titles.

Assistant Distribution Director – Detroit, MI

- Responsible for the timely distribution and delivery of 34 publications on a weekly basis. Determine transportation provider by analyzing cost and service parameters. Respond to service delays by reviewing service flow and implementing corrective measures.
- Calculate and monitor annual postage budget of over \$5 million for 34 publications.
- Direct a staff of six managers to monitor and manage all delivery methods for domestic and international delivery to subscribers, newsstands and special events.

AMTRAK **1981-2001**
A consumer service transportation company, specializing in expedited nationwide service dedicated to delivering a product that exceeds the customers' expectations.

Manager Mail Business Development - Mail & Express Department, Chicago, IL 1998-2001

- Aggressively promoted three times within the Mail and Express Department to the largest region in the nation accruing annual sales in excess of \$40 million.
- Collaborated on the research, development and implementation of a national hub transportation network that serves all 96 of the Area Distribution Centers within the U.S. Postal Service.
- Identified, planned and coordinated the implementation of new service lanes within a one year period at minimal cost. This provided a high degree of customer satisfaction for existing customers and offered options, which attracted new customers.

◆ **Additional Education**

- Creative Writing
- Effective Presentations
- Dale Carnegie
- Continuous Quality Improvement
- Total Quality Management
- One Minute Salesperson
- Project Management
- Managing Multiple Priorities

◆ **IT & PC Skills**

- MSOffice – Word, PowerPoint, Excel
- Groupwise
- PeopleSoft
- Oracle

◆ **Professional Affiliations**

- Member of:
 - Beta Gamma Sigma Honor Society
 - National Association of Female Executives
 - Toastmasters International-CTM
 - Western Michigan Transportation Club – (former VP)
 - Transportation Club of Seattle
 - Transportation Club of Portland
 - Pacific Northwest Rail Shippers
 - Women’s Economic Council
 - Executive Women’s Golf Association - Board Member

◆ **References**

Available Upon Request

- Directed the operation of familiarization trips and represented Amtrak at conferences and conventions to acquaint customers with the Amtrak network and reinforce relationships.
- Coordinated the initial start-up and continuing operation of transloading facilities in Chicago, Minneapolis, Louisville, St. Louis and Toledo. Interacted with outside contractors to ensure timely handling of mail and express in safe and efficient work environment.
- Consistently managed programs within the budget and optimal ROI. Ability to create plans and programs that benefit the bottom line and to manage P & L for optimal gains.

Regional Service Manager – Mail & Express Department, Chicago, IL 1996-1998

- Responded to and resolved day-to-day operational issues as well as emergency situations to ensure that current business obligations were met while taking advantage of opportunities to demonstrate Amtrak’s intermodal abilities and attract new business.
- Developed marketing alliances for clients with similar transportation needs, creating win-win marketing scenarios. Developed multi-level promotions to build awareness of brands.
- Lead the development, research, and launch of new service lanes resulting in annual revenue growth of 20%

Senior Service Manager – National Operations, Philadelphia, PA 1993-1996

- Created and managed the Mail and Express desk for Amtrak’s National Operations Center to monitor the nationwide network of mail transportation. This decreased service failures by 50 percent and increased customer satisfaction and loyalty. The service desk is deemed critical to the success of the Mail & Express initiative.
- Designed the fleet allocation program which provides accurate, up-to-the minute status of the entire fleet of Mail & Express rolling stock. This program can identify equipment by type, status, number or facility thus enabling the user to make the most effective operational and distribution decision based on fleet availability.
- Responsible for Amtrak’s day-to-day compliance with the \$65 million USPS contract and the \$10 million exceptional service revenues accrued on an annual basis.
- Managed the entire fleet of Mail & Express cars for optimum fleet utilization ensuring that all lines were filled, that the fleet was balanced, and that all possible additional service requests were filled based on greatest revenue generated at minimal cost. Consistently achieved over 80 percent fleet utilization.
- Planned and formulated aspects of research and development proposals, such as purpose of project, application to be utilized from findings, cost of project and equipment requirements.
- Directed the development, implementation and launch of new services targeted toward the creation of a hub and spoke system of transportation for the Amtrak transportation network.
- Planned and conducted annual consist change meetings to disseminate schedule change information to field operations personnel in forty-four states.

Manager Space and Equipment Control – National Operations, Philadelphia, PA 1991-1993

- Responsible for fleet allocation, inventory control, daily consists, inventory projections, holiday programs, and maintenance schedules over all Amtrak’s routes.
- Provided troubleshooting and override assistance to over 1000 reservation sales agents and field personnel by executing advanced inventory and reservation overrides.
- Developed on-time service reports for customers and senior management.
- Forecasted peak demand and allocated Amtrak’s passenger car fleet to maximize revenues and minimize costs.

Various Clerical Positions (Philadelphia, PA - Baltimore, MD - Washington, DC) 1981-91

- Worked full-time while completing BS degree.