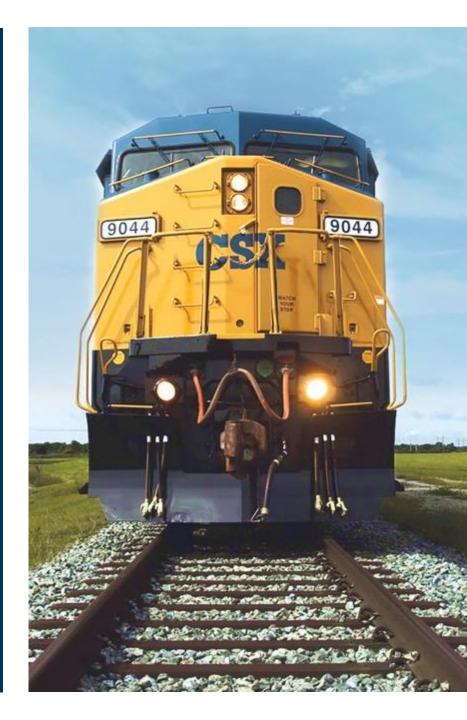
# CSX Sales and Marketing







#### **Key Sales and Marketing Contacts**



# Consistency and Expertise of CSX Team

**Janet Hicks** 

Sales / Marketing

**Brian Formanek** 

Sales

**Derek Frazier** 

Sales

**Casey Wagner** 

**Director, Marketing** 

**KR Mckenzie** 

**Director, Sales** 



#### **Executive Leadership Priorities**



Joe Hinrichs
President and Chief
Executive Officer



Mike Cory
Executive Vice President
and Chief Operating Officer

"We need to show customers we can provide reliable and predictable service, and do it repeatedly. And we need to create an environment where we can work to make that happen,"

"It [OneCSX culture) will help employees feel they are appreciated, respected, valued, included, listened to and able to contribute to our broader business objectives."

Joe Hinrichs

Progressive Railroading Interview, August 2023



#### Improving the Customer Experience

#### Solutions-Based Approach

- Change in leadership has reinvigorated growth mentality
- Eagerness to find solutions
- Continually enhancing the customer experience to grow dimensional shipments on CSX



## Investing in Technology

- Investing in ShipCSX tool
- Streamlining online user experience
- Integrating Sales and Marketing tools into our clearance system



### Engaging with Customers

- Hosted first dimensional customer workshop since 2017
- Representatives from eight companies attended
- Listened to feedback, implemented ideas

