

CSX Sales and Marketing

CSX





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



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*

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

