

Value Proposition

David combines 35 years of commercial marketing and sales leadership in the North American rail and freight forwarding/logistics industries. He offers his clients successful experiences in leading projects throughout North and Central America in multiple industries such as agri-business, industrial products, project cargo, wind and power energy, and luxury train service. Through effective strategic planning, development of cost effective solutions, customer alignment and service excellence, David drives profitable revenue growth. His creativity, ingenuity and collaborative nature allows him to work with clients in creating positive outcomes for complex problems.

Selected Achievements

- Designed and executed a complex inland rail transportation solution to move nine over-sized machinery weighing up to 500,000 lbs. Originating from two US Ports and one Canadian Port on HD rail cars to central Alberta for transload to heavy duty truck for delivery to job site.
- Launched the Royal Canadian Pacific luxury train service. The RCP offers a 5-Star experience for rail enthusiasts seeking a once in a lifetime rail experience through the Canadian Rockies via Theme Train, Private Charter, or Stationary Dinner in the Pavillion. Within five years the RCP was recognized as the Worlds Most Luxurious Passenger Train.
- Designed and executed an end-to-end transportation solution to move two 300 ton transformers along with 4 – 20 foot containers with machinery parts from Germany to Lethbridge. This complex solution involved barge service up the Rhine River to Rotterdam, a Geared Ocean Vessel through the Great Lakes to the Port Of Duluth, craned on two HD railcars and 7 – 89 foot steel deck flatcars, then railed in special train service over 1,200 miles to Lethbridge, transloaded to HD truck and delivered to local substation.
- Garnered approval for a business case to widen CP mainline clearance envelope to 15' between Quebec and Alberta to safely transport 15' OD tower sections.
- Long-term annual contract renewal to design and execute a multi-modal/transload solution to transport 30,000 - 60,000 MTs of a dense cleansing agent via rail from a west coast US port to a Montana location adjacent the US/ CDN border where the product was transloaded from rail to truck then delivered to one of five mines in BC.

Experience

- Vice President, Service Line Sales: BNSF Logistics Canada Inc.
- General Director, Project/Rail Sales: BNSF Logistics Canada Inc.
- Director, Rail Logistics: BNSF Logistics Canada Inc.
- Director, Marketing/Sales & Service: Canadian Pacific Logistics (CPL)
- Managing Director, Royal Canadian Pacific (RCP): Canadian Pacific Railway
- National Account Manager, Head Office Accounts – CDN Grain: Canadian Pacific Railway
- Manager, Marketing – US Grain: SOO Line Railway
- Account Manager – CDN Grain: Canadian Pacific Railway
- Sales Representative, Regional Growth Sales: Canadian Pacific Railway

Qualifications

- Professional Logistician Designation (P.Log)
- Leadership Development, The Banff Center
- Bachelor of Arts: Administrative and Commercial Studies, University of Western Ontario

