



## **Joseph Boardman**

President and Chief Executive Officer  
National Railroad Passenger Corporation (Amtrak)

Joseph H. Boardman was appointed President and Chief Executive Officer by Amtrak's Board of Directors, effective November 26, 2008. Amtrak operates approximately 300 passenger trains per day, serving more than 500 stations in 46 states over a 21,000-mile system. In FY08, Amtrak carried 28.7 million passengers, an all-time record.

Prior to his appointment, Mr. Boardman was a member of the Amtrak board of directors and had served as the U.S. Federal Railroad (FRA) Administrator, part of the U.S. Department of Transportation, since April 28, 2005. As Administrator, Mr. Boardman was responsible for overseeing all aspects of operations for the organization. This includes managing comprehensive safety programs and regulatory initiatives; enforcement of FRA safety regulations; development and implementation of national freight and passenger rail policy; and oversight of diverse research and development activities in support of improved railroad safety.

Prior to joining the FRA, Mr. Boardman served as the Commissioner of the New York State Department of Transportation (NYSDOT) beginning July 1997 and led a major transformation effort that has better enabled the agency to respond to the challenges associated with an ever-expanding global marketplace. He has served in the transportation industry for over thirty years with experience in city, county, state and federal government. In addition, he owned his own transportation management company. He is a former chairman of both the Executive Committee of the Transportation Research Board (TRB) and the American Association of State Highway and Transportation Officials' (AASHTO) Standing Committee on Rail Transportation (SCORT).

Mr. Boardman is a native of New York State, and is the second of eight children born and raised on a dairy farm in Oneida County. In 1966, he volunteered for military service in the United States Air Force, serving in Vietnam in 1968-1969. Upon receiving an honorable discharge from the Air Force, he received a Bachelor of Science Degree in Agriculture Economics from Cornell University in Ithaca, N.Y., and a Master of Science Degree in Management Science from the State University of New York at Binghamton. He presently resides with his wife Joanne in Washington, D.C.





### **Emmett Fremaux**

Vice President – Marketing and Product Development  
National Railroad Passenger Corporation (Amtrak)

Appointed to Amtrak's Management Committee in 2007, Emmett Fremaux brings a strong combination of customer service, operations, and marketing/sales experience to his role as VP Marketing & Product Development.

Fremaux re-joined Amtrak in 2005 as VP Customer Service, following four years with the global consulting firm Accenture. He previously led Amtrak's sales distribution department, during 1996-2001, as VP Customer Relationships & Revenue.

In his current position, Fremaux has focused on building a product development capability at Amtrak to effectively align operations, policy/planning, finance, customer service, human resources, and IT around delivering market-defined passenger rail products across the company's NEC, State Corridor and Long Distance business lines. His re-launching of Amtrak's workhorse Northeast Regional corridor service and Coast Starlight premium long distance service exemplifies this approach. Similarly, his leadership of key technology projects impacting the customer experience, such as eTicketing, WiFi, and the Amtrak.com Re-launch, reflect the priority of customer- and market-relevance in product design.

Fremaux has similarly focused on advancing Amtrak's marketing communications capability, both to build loyalty among existing passengers and engage new customers in order to increase market share. He has worked to improve the sophistication and reach of Amtrak's integrated marketing campaigns – for example, by fielding major new promotions like National Train Day, by producing new Amtrak brand and Acela TV spots, by establishing partnerships with Disney Studios, RailEurope and National Park Service, and by expanding the scope of market research to address all elements the customer experience.

Fremaux graduated magna cum laude from Williams College with a Bachelor of Arts Degree in English, from Tulane University College with B.A. in Justice Administration, and completed graduate course work in the Master of Public Administration program at the University of New Orleans. He and his wife, Lani Fremaux, have two adult daughters and live in Washington, DC.





## **David Lim**

Chief Marketing Officer  
National Railroad Passenger Corporation (Amtrak)

David joined Amtrak in 2000 as Assistant Vice-President of the Acela Brand. He was promoted to his current position in 2001 and provides strategic direction in the planning, execution and review of marketing initiatives. His area of responsibility includes national advertising, brand management, loyalty marketing and CRM, domestic and international travel agency sales, field marketing, travel industry relations and charter services.

The successful introduction of Acela Express in 2000, Amtrak's premium product, continues to grow in popularity among business travelers in the northeast. A sales focus on corporate account penetration, coupled with aggressive consumer marketing has contributed to Amtrak's dominant position in the New York to Washington market as compared to the airlines. Amtrak's frequent traveler program, Amtrak Guest Rewards, was launched at the same time and now has three membership tiers and more than 50 marketing partners. A small business loyalty program, Amtrak Guest Rewards for Business, was introduced in October, 2006.

Amtrak.com was re-launched in the fall of 2009 and now represents the highest share sales channel at over 50%. In 2007, an international travel agency website was launched (Amtrak.railagent.com), increasing Amtrak's reach in this important customer segment.

Multicultural, sports and entertainment marketing programs have all been introduced and integrated as a part of national advertising campaigns under his leadership. The National Train Day 2009 promotion delivered national and local partnerships garnering marketing benefit for all and engaging more than 140 communities across the countries.

Prior to joining Amtrak, Lim consulted for 1Travel.com and Stevens Travel Management in New York. He spent 18 years with US Airways in a number of senior sales management positions, where he was instrumental in the marketing and sales efforts of growing high yield shuttle traffic in Boston, New York and Washington, as well the international expansion to four European destinations from the Philadelphia hub. He successfully transitioned the integration of the field sales organizations when USAir acquired Piedmont Airlines and the Trump Shuttle.

Lim is a native New Yorker and graduated with a BA in Sociology from the City University of New York and an MBA in Management from The New York Institute of Technology. His professional affiliations include serving as a Board member of the United States Travel Association, a member of the American Society of Travel Agents' Allied Marketing Council and a former member of the Allied Leadership Council for the National Business Travel Association.

