

# Arthur L. Adams, Jr.

13115 Highland Glen Way East ▪ Jacksonville, FL 32224  
(904) 610-1050 cell ▪ a.adamsjr@me.com

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Global Project Management ▪ Customer Operations ▪ Staff Development ▪ Change Management  
Business Development ▪ Strategic Planning ▪ Vendor & Customer Relations  
Team Leadership & Training ▪ Process Management ▪ Organizational Development

Recognized as an experienced sales and customer engagement executive with more than twenty years of success in improving financial performance and managing large budgets for transportation, retail, and healthcare companies. Process improvement, management initiatives, business operations and training. Proactive. Determines key issues, develops timely strategic options, and designs detailed action plans to achieve chosen objectives.

Leads from the front setting the proper example to follow. Ensures the effective execution of simultaneous projects delivering quality, timeliness, and functionality. Provides strategic and tactical project execution to enhance productivity, customer service excellence, and bottom-line financial performance. In-depth experience in problem-solving and creating innovative solutions. Key competencies include:

- Global Sales Generation
- Talent Management
- Budget & Financial Analysis
- Supply Chain Optimization
- Global Policy & Procedure Oversight
- Project Management & Implementation
- Subsidiary Development
- Performance Metrics & Process Improvement

## CAREER SYNOPSIS

### **CSX Corporation**, Jacksonville, FL

2007-Present

*SENIOR VICE PRESIDENT, SALES AND MARKETING*

Establishes and maintains customer relationships with key accounts to develop new business opportunities and review major pricing transactions. Provides leadership in developing and implementing strategies that increase revenue and profitability for the merchandise carload lines of business. Leads sales and business development strategy for the Transloading Terminal subsidiary. Leads the Customer Experience enterprise strategy. Wields full profit and loss responsibility, with oversight of market positioning, strategic planning, and execution for \$7.5B revenue portfolio - 2/3 of the company's revenue portfolio.

- Spearheaded market expansion initiatives by developing and implementing value-added supply chain services delivering 5% CAGR for regional sales, and 4.5% CAGR for CSX subsidiary, TRANSFLO. Improved operating ratio by 1100 basis points delivering record productivity, safety and net income results.
- **2014 – 2017** (VP, Shortline & Regional Railroad Group) Improved revenue, volume, and profitability of the short line business units delivering 3% CAGR.
- **2011 – 2014** (Senior Director, Sales & Marketing – Intermodal) Launched domestic intermodal market expansion delivering incremental \$35M revenue growth annually.
- **2007 - 2011** (Director, Customer Service & Supply Chain Solutions – Intermodal) Grew top-line revenue by 5% CAGR and achieved Customer Satisfaction targets by leading the rebranding of several key initiatives.
- Nationally recognized as one of twenty young transformational transportation industry executives.

### **Target Corporation**, Tallahassee, FL

2003-2007

*SENIOR STORE LEADER (2004-2007); ASSISTANT STORE LEADER (2003-2004)*

Oversee all aspects of day-to-day operations at expanded general merchandise stores. Manage total sales of \$500 million, profit and loss, guest service, training, development, and inventory control. Lead a team of 15 and oversaw a total staff of 1,322 team members. Collaborate with Team Leaders and Executive Team Leaders to create monthly and quarterly merchandising, operation, and shrink control plans to optimize daily operations and sales performance. Accountable for Executive Team Lead recruiting at Florida A&M University, Florida State University, and Jacksonville University.

- Achieved sales and profitability goals within 12 months and ranking within the top 5 districts out of 300 nationally by implementing and leading an innovative district turnaround initiative.
- Improved sales performance 8.5% and increased operational performance 10% at an annual cost savings of \$1,500,000.
- Promoted three hourly associates to Team Leader, two Team Leaders to Executive Team Leader, eight interns to Executive Team Leader, and one Executive Team Leader to Store Team Leader within 12 months by providing staff training and development.
- Decreased minority turnover by 50% by developing and launching a group diversity initiative. The diversity program was then implemented in six additional groups, with the company forecasting a national rollout.
- Delivered annual savings of \$15 million by successfully negotiating a new national vendor sales contract.

- Selected as the “Accelerated Development Program” Group Director.
- Awarded “Manager of the Year” in 2005.
- Achieved a 10% sales increase and delivered great financial results over the preceding year and successfully delivered Target brand shopping experience to guests by executing company programs and managing day-to-day operations.

**Blue Cross Blue Shield of Florida Inc., Jacksonville, FL**

1996-2003

*SERVICE/OPERATIONS MANAGER (2000-2003)*

Led 250 inbound and outbound service associates to achieve project goals by identifying and resolving issues and requirements, analytical research, communication and coordination of necessary systems and operational changes, and managed Finance, Human Resources, and Business Development capabilities. Acted as Interim Service Manager for employees in the Miami office. Managed a \$40 million budget with an annual increase in net income of 20%. Led the Champion Enterprise Diversity initiative for 460 employees.

- Achieved a 25% increase in effectiveness and quality by revising Training Application Unit processes for service associates.
- Reduced attrition 17% during 2001 by providing counseling, training, coaching, team building, and role modeling to employees.
- Lowered written inventories 200%, or 60,000 claims, within two months by developing and implementing an inventory planning application.
- Selected to participate in the Mentoring Program pilot phase.
- Named “Training Manager of the Year” and “Diversity Champion” in 2003.

*OPERATIONS/PROJECT ANALYST (1998-2000)*

Identified user requirements and coordinated with all market segments to review test outputs. Developed standard operating procedures and training documents. Trained employees on Y2K preparedness.

- Delivered a 6% decrease in telephone inquiries by training providers on the Blue Card Program claims submission process.
- Completed the successful implementation of Technical Release 8.3 by coordinating systems conversion testing for Pennsylvania Blue Shield.

*CUSTOMER SERVICE ASSOCIATE (1996-1998)*

- Reviewed correspondence to ensure that accurate and completed information was provided to customers.
- Identified problems within the system and conveyed the information to the appropriate area for resolution.
- Trained new employees on products, services, and new initiatives within the CIPO organization.

**First Union National Bank of Florida (Wells Fargo), Jacksonville, FL**

1995-1996

*CUSTOMER SERVICE SUPERVISOR*

Liaison between service management in Charlotte, NC, and the project management team in Jacksonville focused on quality control and service levels. Supervised 2 employees. Reviewed and provided analysis on updates and reference materials and identified operational problems and inconsistencies while giving feedback to the appropriate area for resolution.

- Decreased annual call volumes 27%, or 370,000 calls by designing and implementing telephony enhancements.

EDUCATION & CERTIFICATIONS

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**Harvard University, Cambridge, MA**

*CSX Executive Development Program*

**University of Denver, Denver, CO**

*Master of Science degree in Intermodal Transportation*

**Jacksonville University, Jacksonville, FL**

*Bachelor of Science degree in Marketing and Finance*

**Florida State College, Jacksonville, FL**

*Associates of Arts degree*

**University of Virginia, Darden School of Business, Charlottesville, VA**

*Strategic Thinking & Analysis Certification*

COMMUNITY ASSOCIATIONS

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**Communities in Schools, Executive Council – Board of Directors 2019 – Present; UNCF, Florida Council 2019 - Present**

**Family Foundations, Chair - Board of Directors 2007 – Present; United Way, Atlantic Circle and Stein Fellow**