

## SHANTEL N. DAVIS

1047 WEST DORCHESTER DRIVE | JACKSONVILLE, FL 32259

(904) 434-7405 | SHANTELNDAVIS1@GMAIL.COM

### CAREER SUMMARY

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Accomplished senior executive with over 20 years of sales, marketing, real estate & development, and facilities management & people leadership experience. Specializes in streamlining business operations that drive growth and increase efficiencies and bottom-line profit. History of creating strong business/technical vision and driving team to that vision. Thrives in high-pressure environments requiring a strong analytic, quantitative, strategic, and operational focus. Excellent communicator with proven success mentoring staff and delivering leadership in core strategic projects.

- Demonstrated ability to work creatively and collaboratively with customers, internal cross-teams, marketing, legal, research, finance, and technology to deliver solutions to solve complex business problems and constraints.
- Possess experience selling integrated commerce solutions and working with C-level executives.
- Proven track record of reaching and over delivering on sales targets.
- Dynamic leader with ability to motivate, train, develop, and retain a top performing team of professionals.

### AREAS OF EXPERTISE

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|--------------------------------|----------------------------|----------------------------|
| • Operations Management        | • Project Management       | • Executive Management     |
| • Forecasting                  | • Account Management       | • New Business Development |
| • Transportation Management    | • Inventory Management     | • New Business Start-up    |
| • Strategic Planning           | • International Logistics  | • Business Consulting      |
| • Freight/Rail/Trucking        | • Leadership               |                            |
| • Marketing & Sales Experience | • Team Building & Training |                            |
| • Supply Chain                 | • Negotiation              |                            |
| • Shipping                     | • Customer Service         |                            |

### EMPLOYMENT EXPERIENCE

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**Pinnacle Point Consulting, LLC** – Jacksonville, FL  
President / CEO

**February 2022 - Present**

- Lead and manage a successful business strategy consultancy and leadership coaching practice.
- Guide clients through strategic planning, organizational development, and leadership enhancement initiatives.
- Utilize expertise in business operations, leadership principles, and coaching methodologies to drive client growth and transformation.
- Provide strategic consulting services to clients, including business planning, market analysis, and growth strategies.
- Conduct comprehensive assessments of client organizations to identify improvement opportunities.
- Develop actionable strategies and implementation roadmaps to achieve business objectives.
- Coach senior executives and leadership teams to enhance leadership capabilities and drive organizational change.
- Design and deliver leadership development programs and workshops tailored to client needs.

**The Greenbrier Companies** – Jacksonville, FL

**February 2020 – January 2022**

- Spearheaded a collaboration with Norfolk Southern Railroad and U.S. Steel to develop and build a hybrid, high-strength rail car that uses less steel and increases loading capacity, thus increasing revenue-generation. The hybrid is the first new product for this car type created in decades.
- Built and developed a dynamic, results-oriented sales team that consistently performed to the company's bottom line.
- Provided executive sales and marketing leadership for implementing both short- and long-term business strategies and supply chain solutions for an approximately \$500M portfolio of revenue and volume growth for domestic and global distribution.
- Implemented new account development strategies, including contacting key senior-level executives to represent and promote Greenbrier's equipment and services.
- Maintained and optimized existing customers' relationships to ensure long-term commercial partnerships, anticipated and resolved conflicts, and provided strategic problem-solving solutions to changing customers' business needs and industry-specific regulatory requirements.
- Established relationships with industry partners, service providers, and suppliers.
- Utilized keen industry and domain knowledge, including customer/industry-specific requirements, equipment-specific technical

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specifications, regulatory compliance, and competitors' capabilities, pricing, and offerings to maximize market penetration.

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**CSX TRANSPORTATION** – Jacksonville, FL/Tampa, FL/Vancouver, WA

**May 1999 – October 2019**

### **Vice President - Real Estate & Facilities Management** | August 2017 – October 2019 | Jacksonville, FL

- Successfully negotiated a \$1-billion land deal with the state of Virginia to purchase CSX right-of-way for passenger rail service between Virginia and the District of Columbia, the railroad's largest acquisition ever.
- Successfully negotiated an easement project that enables CSX to access infrastructure throughout Georgia and Tennessee for 100 years, the longest time frame in CSX history.
- Closed a \$300-million deal with Harvard University to purchase unused CSX property.
- Spearheaded execution of 3-year strategic plan to monetize property and ancillary assets of \$600M in revenue generation.
- Managed a department of 400+ management and clerical employees supporting CSX real estate and facility needs.
- Negotiated multimillion-dollar sale and lease agreements creating leverage for CSX network to meet and expand offerings to new and existing customers.
- Developed strategic initiatives maximizing efficiencies and productivity while minimizing costs and downtime.
- Rationalized underutilized facilities across network and combine locations increasing productivity & synergies across departments.
- Created process to centralize vendor management taking advantage of economies of scale and corporate structure to streamline and consolidate functions.
- Maintained oversight of a multi-million-dollar budget for real estate and facility activities across network.
- Cultivated a workplace environment that promoted accountability, inclusion, professional growth and teamwork.
- Facilitated and led complex multifaceted negotiations with government, state and university delegates on multi-million-dollar long-term agreements and sales.

### **President - Real Properties Inc (CSX Subsidiary)** | March 2017 – August 2017 | Jacksonville, FL

- Cultivated and maintained internal and external CSX relationships to ensure execution and achievement of real estate objectives.
- Managed department of 100+ real estate professionals and directed implementation of projects to meet fiscal year and longer-term departmental and corporate goals.
- Guided and mentored associates through transaction negotiations to maximize returns, achieve company objectives and meet overall strategic plans.
- Developed and executed successful real estate sales and leasing program to maximize asset value and utilization in alignment with company's strategic goals and shared purpose.
- Orchestrated existing real estate joint ventures to maximize revenue of CSX participation and minimize risk of capital contribution requirements under joint venture agreements.
- Utilized technical expertise to train, coach and develop employees to expand talent levels and experience to better prepare individuals for career growth and future leadership opportunities

**CSX TRANSPORTATION** (continued)

### **Assistant Vice President – Business Unit Services/Real Properties Inc.** | December 2014 – March 2017 | Jacksonville, FL

- Led team of internal direct reports and consultants that delivered comprehensive real estate acquisition services to CSX customers to ensure timely construction and completion of rail infrastructure and terminal projects.
- Served as Project Manager orchestrating project communication, budgeting, ensuring strategic alignment of customer goals, and meeting critical path needs of construction schedules. Analyzed and executed real estate acquisition requirements. Provided consultations that supported rail capacity projects or new terminal projects.
- Evaluated alternatives that considered cost, time and engineering solutions to acquisition needs focusing on impacts to communities.

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### **Assistant Vice President – Phosphate & Fertilizer S&M / GM - Rockport Terminals** | September 2013 – November 2014 | Tampa, FL

- Provided executive sales and marketing leadership for implementing both short- and long-term business strategies and supply chain solutions to maximize results for ~\$500M portfolio of revenue and volume growth for domestic and global distribution.
- Managed operations of one of largest fertilizer port terminals that facilitate export shipments of fertilizer, phosphate, and rock.
- Maintained budget and plan oversight for over \$10M spend at Rockport Terminals.
- Oversaw customer relationships, terminal operators, and CSX operations to ensure network was positioned for profitable business growth at Rockport Terminals.
- Collaborated with key business partners to develop and negotiate price proposals, car supply, and service packages.
- Directed profit, loss, planning, and forecasting with oversight of market positioning, pricing, service product development, equipment planning, and equipment distribution.
- Led major contract negotiations aligned with growing profitable business and market share.
- Facilitated strategic facility development projects for phosphate & fertilizer customers.

### **Director – Phosphate & Fertilizer S&M** | October 2010 – September 2013 | Tampa, FL

- Managed approximately \$465M in annual revenue plan. Cultivated customer relationships with key accounts that gained attention of transportation decision makers and resulted in new business opportunities.
- Provided sales and marketing leadership in implementing both short and long-term business strategies to maximize results for CSX Transportation Phosphate and Fertilizers business unit. Achieved annual revenue, contribution, price, and volume plans.
- Drove sales and marketing efforts and activities for team of 6 Tampa, Florida sales and marketing professionals.

### **Director – West Coast Sales** | September 2007 – October 2010 | Vancouver, WA

- Led sales staff across 3 states generating revenue of approximately \$365M. Grew revenue across all business units by over 5% YOY
- Provided leadership in implementing strategies to increase revenue & profitability for all lines of business within CSX Transportation with primary focus on forest & paper, food & consumer, and chemicals.
- Ensured staff remained knowledgeable about CSX capabilities, facilities, and services for effective sales to new/existing customers.
- Developed team through performance goals, training, and workshops on selling techniques and best practices.
- Implemented campaigns or initiatives as designed by business units to promote CSX.
- Generated annual revenue and contribution plans for assigned accounts based on overall marketing & finance data.
- Maintained and developed strong relationships with customers, Western U.S. and Canadian railroads, and other relevant personnel.
- Represented CSX as lead commercial contact on West Coast.

### **Senior Account Manager** | May 2004 – August 2007 | Jacksonville, FL

- Oversaw national account portfolio of \$86M in revenue, including business within the Metals Industry.
- Developed annual account plans for Senior Management that forecasted and governed account performance. Communicated needs assessments to CSX's marketing group to manage daily revenue and modal conversion opportunities to stimulate growth.
- Represented accounts at corporate level for contract negotiations, new-site development, and equipment demand for capital budget approval. Established relationships with internal customers such as Customer Service, Service Design and Car Management.

### **Market Manager** | January 2002 – May 2004 | Jacksonville, FL

- Directed Steel coil steel market valued at over \$150M in annual revenue. Defined niche markets to penetrate growth opportunities to non-rail served customers. Leveraged assigned assets to enhance profitable growth.
- Created business plans and forecasts, analyzed traffic trend, developed and initiated market strategies.
- Maintained effective relationships with internal and external customers while negotiating through tough situations.
- Developed simplified pricing documents for key account to facilitate ease of business process.

### **Assistant Market Manager - Pricing** | January 2001 – January 2002 | Jacksonville, FL

- Spearheaded Steel Coil and Aluminum/Tin Plate account base of \$136M in revenue and increased AK Steel revenue by 4%.
- Initiated strategies with key accounts to obtain new business through modal conversions.
- Demonstrated ability to effectively negotiate with key accounts and influencers.
- Analyzed market trends to assist Sales in developing new service products and timely market-based strategies/pricing.

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### EDUCATION

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<b>Harvard Business School</b> - Executive Leadership Development Program	<b>December 2013</b>
• Diversity MBA Top 100 under 50 Emerging Leader Award recipient – 2013	
<b>Jacksonville University</b> - Master of Business Administration	<b>May 2006</b>
<b>University of North Florida</b> - Bachelor of Arts in Communications & Broadcast Journalism (Minor: Criminal Justice)	<b>May 1998</b>
• Delta Sigma Theta, Inc. Sorority	

### ACCOMPLISHMENTS

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- Leadership Florida Cornerstone Class 38
- Fortune Most Powerful Women Next Gen Summit CSX Representative
- *DiversityMBA* Top 100 under 50 Emerging Leader Award recipient
- CSX Award of Excellence Recipient
- African American Inclusion Group Chairperson; recipient of Inclusion Group of the Year
- National African American Women's Leadership Institute (NAAWLI) Fellow

### BOARD MEMBERSHIP

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- Board of Trustees – Florida State College of Jacksonville, August 2019 – May 2021
- Jacksonville University Public Policy, June 2019 – Present
- Jacksonville Classical Academy, 2021 – Present
- YMCA Metro Board Member 2021 – Present
- Goodwill of Northeast Florida, 2021 - Present
- University of North Florida Foundation, 2016 – Present
- IM Sulzbacher Center for Homeless , 2015 – 2023 (Chair)
- Jacksonville Chamber of Commerce, 2016 – 2021
- JaxUSA Advisory Council, 2018
- Central City YMCA – Tampa, FL, 2012 - 2014

### CIVIC MEMBERSHIP

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- Delta Sigma Theta, Inc. Sorority
- Jack & Jill of America, Inc. – Jacksonville Chapter
- The Links, Incorporated - Bold City Chapter