



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 and promotions, brand management, loyalty marketing and CRM, domestic and international travel agency sales, field marketing and travel industry relations.

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 2010 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, event and social media marketing programs have all been introduced and integrated as a part of national advertising campaigns under his leadership. In 2011, celebrations for the fourth-annual National Train Day were held in more than 200 communities across the country, as well as, in the major markets of Washington DC, Philadelphia, Chicago and Los Angeles where more than 38,000 people participated in the festivities.



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 Global Business Travel Association. In September 2010, Commerce Secretary Gary Locke appointed Lim to serve as a Board member for the Corporation for Travel Promotion representing Amtrak.