



### **Emmett Fremaux**

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

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

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

In his current position, Fremaux has focused on supporting a product development capability at Amtrak that collaboratively aligns operations, policy/planning, finance, customer service, human resources, and IT around delivering market-defined passenger rail products across the company's Northeast Corridor, 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, on-board WiFi, Amtrak.com, and Amtrak's social media platforms on Twitter, Facebook, and YouTube, reflect his focus on improving every aspect of the customer experience.



Fremaux has likewise focused on advancing Amtrak's marketing communications capability, both to build loyalty among existing passengers and engage new customers 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 the National Park Service, by upgrading the Amtrak Guest Rewards program and website, and by expanding the scope of market research to address all elements of the customer experience.

Fremaux graduated magna cum laude from Williams College with a Bachelor of Arts Degree in English, from Tulane University College with a 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.