

TDANA Fall Networking Event

Speaker Biographies

Mike Symons, Senior Director, Supply Chain Innovation, Canfor

Mike Symons has served as Senior Director, Supply Chain Innovation for Canfor since July of 2021. Prior to his current role, he served as General Manager, SYP Supply Chain for Canfor. Prior to joining Canfor in 2008, Mike was an Account Manager with CN. Mike began his career in the industry with BC Rail in 2004.

Mike is a Certified Supply Chain Professional and he currently serves on the Board of the Paper and Forest Industry Transportation Committee.

Jay Traywick, AVP of Field Sales & Shortline Marketing, Norfolk Southern

Jay Traywick began his railroad career with Burlington Northern in Seattle, WA in 1995. Jay joined Norfolk Southern in the Transportation department in 1998. He served in various roles of increasing responsibility culminating with Division Superintendent in Birmingham, AL. In 2014, he became Chief of Staff to the Chairman, President, and CEO. Jay moved into Marketing in 2017 as AVP Short Line Marketing, and is currently AVP Field Sales and Short Line Marketing.

Ken Sherman, President, IntelliTrans

Ken Sherman was named President of IntelliTrans in 2014 after having served as Vice President of the organization since 2003. In this position he set global direction for Information Technology, Project Management, and Account Management standards and practices and supported primary line of business by providing leadership and establishing metrics and operational processes. Ken's focus is to add value to existing customers through innovative solutions and training materials to meet changing and growing demands.

Prior to his career at IntelliTrans, Ken was Supply Chain Manager and Master Black Belt with General Electric Corporation -Plastics Division. Ken was at GE for more than 15 years holding several increasingly challenging positions including General Manager with P&L responsibility, Operations Manager, Master Black Belt, Regional Technology Manager, and more.