



## **Kristin Smith**

### **Vice President – Communications**

As vice president – communications with the Association of American Railroads (AAR), Kristin Smith is responsible for enhancing freight rail’s reputation and cultivating a favorable policy environment in support of industry initiatives. Kristin oversees a highly-integrated, research-driven campaign that harnesses the power of traditional and cutting-edge media strategies and engages third-party validators to successfully influence policy decision-makers in a highly competitive political arena.

With more than 20 years of communications experience, Smith has overseen the creation of numerous award-winning campaigns, including AAR’s decade-long “Freight Rail Works” paid advertising campaign and Operation Lifesaver’s “See Tracks? Think Train.” safety PSA campaign.

Before coming to the railroads, Smith spent a decade at Ogilvy Public Relations Worldwide where she managed multiple national branding campaigns; lead record-breaking membership recruitment efforts, and launched new product certification programs.

Smith began her career in advertising with Arnold Communications, working on a wide-range of clients, including McDonald’s, Lockheed Martin, Snap-on Tools and Automatic Data Processing (ADP).

### **Education**

- Bachelor of Business Administration, College of William and Mary

### **Personal**

Smith and her husband, Mike, have three energetic children and reside in Springfield, Virginia.

### **Association of American Railroads**

America’s freight railroads operate the safest, most efficient, cost-effective and environmentally sound freight transportation system in the world — and the Association of American Railroads (AAR) is committed to keeping it that way. AAR is the world’s leading railroad policy, research and technology organization focusing on the safety and productivity of rail carriers. AAR members include the major freight railroads of the U.S., Canada and Mexico, as well as Amtrak.