



Mallory Moran

Public Relations & Outreach Chair

The Greenbrier Companies

Mallory Moran is the marketing communications manager at The Greenbrier Companies, a leader in railcar and barge manufacturing and freight transportation services. She possesses extensive experience in brand strategy, customer experience, marketing communications and event management.

At Greenbrier, Mallory led an 18-month worldwide rebranding initiative. She also launched and oversaw the implementation team for the award-winning Virtual Sample Railcar™. The innovative program takes customers inside the manufacturing plants to inspect their railcars virtually, a first within the industry. American Marketing Association's Portland (AMA PDX) chapter awarded its prestigious Pivot Award for the successful implementation and launch. Prior to joining Greenbrier, Mallory worked for American Bankers Association and oversaw its social media and digital marketing, as well as implementing comprehensive event marketing plans.

Mallory is the vice president of the Working Waterfront Coalition, a Portland, OR business association that advocates for the industrial waterfront. She also serves on the League of Railway (LRW) women's board as the deputy chair, public relations & outreach. Additionally, Mallory volunteers with AMA PDX and mentors upcoming and recent marketing graduates.

Mallory holds a Master of Business Administration and a bachelor's degree in marketing from Texas A&M University-Corpus Christi.

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