



Mallory Moran

Senior Sales and Marketing Manager
The Greenbrier Companies



Mallory possesses extensive experience in brand strategy, customer experience, marketing communications and event management.

At Greenbrier, Mallory is responsible for a wide range of marketing and sales activities. Recently, she has led the marketing initiative and launch for the award-winning High-Strength Steel™ Gondola, a new rail product that was created in partnership with Norfolk Southern Railway and U.S. Steel. 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.

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 also a board member and past president of the Working Waterfront Coalition, a Portland, OR business association that advocates for the industrial waterfront. She previously served as Deputy Chair for Public Relations and Outreach for the League of Railway Women (LRW). Additionally, Mallory volunteers with AMA PDX (American Marketing Association's Portland chapter) 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.