



## Driving Strategy, Sparking Innovation: Meet Dan Anderson

**Daniel Anderson**, Vice President of Corporate Strategy at **Trinity Industries**, is helping shape the future of North American freight transportation. With nearly 15 years at Trinity—a leading provider of railcar products and services for more than 85 years—Dan has built a career at the intersection of innovation, strategy, and leadership. He also serves as **Co-Chairman of the National Industrial Transportation League’s (NITL) inaugural Emerging Leaders Program**, which brings together rising professionals who are passionate about strengthening the shipping industry supply chain industry and shaping the future supply chain of tomorrow.

Dan’s journey began in government affairs, serving as a U.S. House of Representatives page and interning with both Wisconsin Congressman Tom Petri and the Heritage Foundation. Combining his policy experience with an academic foundation in Economics (University of Michigan) and an MBA from the University of Texas at Dallas, he joined Trinity as a Business and Regulatory Analyst—a role that provided him with a comprehensive understanding of the regulatory and market forces shaping the industry.

He quickly advanced, moving into strategic and business development roles focused on market research, forecasting, and cross-functional collaboration. In 2017, as Marketing Intelligence Manager, Dan launched two revenue-generating innovations: a technology-enabled service platform and a first-of-its-kind all-inclusive lease contract, unlocking additional value for existing customers.

As Vice President of Strategic Marketing & Product Development, Dan expanded his leadership scope to include innovation, branding, advertising, sales strategy, and lead generation. His efforts directly contributed to business growth, and his data-driven insights elevated executive decision-making across the organization.

Since 2018, Dan has led Trinity’s strategic planning. Today, he manages a core team of three and oversees a wider team, fostering a dynamic, goal-oriented culture that prizes intellectual curiosity, continuous improvement, and open communication. He believes in setting ambitious goals, celebrating success, and then raising the bar again.

Among his proudest accomplishments is helping to establish **RailPulse**, a coalition of forward-thinking railcar owners building a neutral, industry-wide telematics platform. “It brings us into the digital age,” Dan notes. “What started as a vision is now a flourishing coalition that continues to grow.”

As **Co-Chairman of NITL’s Emerging Leaders Program**, Dan is focused on addressing the generational divide in freight transportation. “With so many seasoned professionals retiring, it’s vital that we invest in future leaders,” he explains. “This program helps connect rising talent across rail, trucking, and maritime—laying the groundwork for collaborative innovation.”

An Appleton, Wisconsin native and lifelong Packers fan, Dan now lives in Texas with his wife and their “three lovely ladies”—his three daughters, ages 10, 6, and 4. Asked how he got to Texas, he laughs and said “that’s where I met my wife.” Fluent in German (a skill he picked up starting in seventh grade), Dan balances his professional drive with a rich family life.