

## Max Rothschiller: Innovative Logistics Planner



Meet [Max Rothschiller](#), a rising professional in the industrial transportation industry and a proud member of the [National Industrial Transportation League](#)'s inaugural Emerging Leaders Class. Based in Dallas, Texas, Max serves as a Project Planner at [Trinity Industries, Inc.](#), where he plays a critical role in the strategic planning and execution of railcar manufacturing and maintenance.

Max began his career at Trinity as an operations analyst intern within the fleet maintenance team. His aptitude and drive quickly earned him a full-time position as a Project Planner, where he collaborates closely with the sales and customer departments to support the lifecycle of railcars — from production to maintenance to end-of-life analysis. He oversees the planning and monitoring of complex railcar processes, ensuring they are completed efficiently, on time, and within budget.

In his role, Max collaborates with scrap facilities across the country, evaluating railcars at the end of their life cycle. He focuses on determining the best return on investment by identifying the most cost-effective freight routes and maximizing scrap value. His attention to detail and big-picture thinking are vital to optimizing operations and ensuring regulatory compliance.

One of Max's proudest professional achievements came early in his career. Tasked with a year-long interval extension project, he was responsible for cleaning up fleet data and ensuring compliance across a massive portfolio. Starting with over 16,000 railcars, he successfully narrowed it down to 500, a feat that laid the groundwork for his continued success in strategic planning.

Max thrives in a collaborative environment, crediting his team's cross-training and mutual support as key ingredients to their success. He values teamwork and believes in leading with empathy, often reminding himself that what may seem simple to one person might be complex to another. His approach to leadership is grounded in understanding and problem-solving.

Max lives by the personal philosophy:

**"Cause is hidden; results are well known."**

This mindset fuels his commitment to preparation and accountability in all situations.

Leadership has always been central to Max's journey. During his time at Texas A&M University, he held multiple leadership roles within his **fraternity and the Interfraternity Council**. He also launched an **8-week leadership development program** focused on budgeting, personal growth, and leadership skills — bringing in guest speakers to inspire and equip fellow students.

Outside of work, Max enjoys spending time with friends, barbecuing, and hitting the golf course — embracing balance and connection in his personal life.

Max Rothschiller exemplifies the next generation of transportation leaders — thoughtful, driven, and dedicated to continuous improvement.