



Center for Railway
Research and Education

MICHIGAN STATE UNIVERSITY

Railway Management Certificate Program XX

Week/Module 1: Railway Business Administration, Strategy, and
Leadership

April 28-May 2, 2025

Presenters



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MICHIGAN STATE UNIVERSITY WELCOMES RON BATORY

EAST LANSING, MI — Michigan State University's [Center for Railway Research and Education](#) announces Hon. Ronald L. Batory assumes the role of the Edward A. Burkhardt Chair in Railway Management & Executive Director, to further provide leadership, vision, strategy, and direction to the center's program starting October 1, 2024.

Batory's experience now spans over 52 years in the railway industry fulfilling an array of leadership and advisory capacities in both private and public sectors, thus bringing extensive expertise and knowledge of the full breadth of North American railways to this role. The CRRE, housed in MSU's [Broad College of Business](#), will foster continued growth and recognition as a leading center for railway management research and education.

"I'm both humbled and honored to serve the Center for Railway Research and Education," said Ron Batory. "Contributing through an academic venue is a unique opportunity to collaborate with growing rail transportation talent and passion residing in our logistics system."

In this role, Batory will help fulfill the vision of the center's benefactor Ed Burkhardt, whose generous gift established the Burkhardt Professor in Railway Management, a key component of the center's mission to bring innovative leadership and new thinking to the industry.

"I look forward to Ron's experience and knowledge as the center develops new and improved educational programs," said Nick Little, CRRE director. "Expanding the center's relationships with key rail industry leaders will provide students and staff with valuable information and opportunities."

The CRRE is delighted to welcome Batory in this capacity, renewing his relationship with MSU. Batory was once a member of the center's advisory group establishing the Railway Management Certificate Program in 2007. Since then, hundreds of continuing education participants from all parts of the North American railway industry and selected areas around the world have completed the program and enhanced their knowledge and career opportunities.

ABOUT MICHIGAN STATE UNIVERSITY

Michigan State University has been advancing the common good with uncommon will for more than 165 years. One of the world's leading research universities, MSU pushes the boundaries of discovery to make a better, safer, healthier world for all while providing life-changing opportunities to a diverse and inclusive academic community through more than 200 programs of study in 17 degree-granting colleges.

ABOUT THE BROAD COLLEGE OF BUSINESS

The Broad College of Business creates and disseminates knowledge through collaboration, developing global transformational leaders who positively impact organizations and society.



RON BATORY BIOGRAPHY

Ronald L. Batory is a career professional with more than 52 years of associated experience in the railroad industry. He spent the first 23 years of his career working for both eastern and western Class I railroads in addition to serving along with a court appointed Trustee's successful oversight of a regional railroad bankruptcy.

Then in 1994 he was appointed President of The Belt Railway Company of Chicago, a multiple owned subsidiary of then nine competing Class I carriers. His leadership success of serving their needs in Chicago Gateway led to CSX and Norfolk Southern Corporation later recruiting him to Consolidated Rail Corporation in preparation of their Surface Transportation Board approved partitioning of the eastern carrier and establishing what is now commonly known as the Shared Assets Areas.

Accomplishment of that unique task in providing a plane of equality for joint competition later favored him in being appointed to his last position of President and Chief Operating Officer for the entire corporate entity.

Upon his retirement in 2017 he pursued public service in Washington, D.C., which resulted in a Presidential nomination and unanimous consent by the United States Senate to become the 14th Administrator of The Federal Railroad Administration.

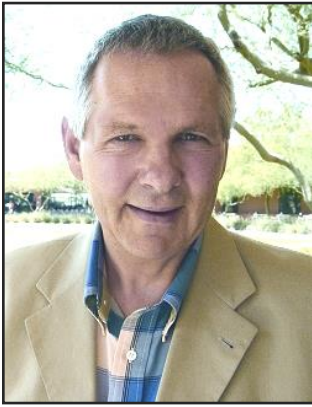
Ron is a graduate of Adrian College, Adrian, Michigan, with a B.A. degree along with an M.A. degree from Eastern Michigan University. He continues to serve on various governing and advisory boards associated within the sectors of both industry and education.

Ron resides in Santa Fe, New Mexico, with his wife, Barbara.



VALERII (VAL) KUCHERENKO

A commercially savvy international sales, marketing, and supply chain professional with a focus on driving excellence and enhancing competitive advantage. With extensive experience across various levels of the maritime transportation and supply chain industry, I've honed a broad skill set in leading Fortune 150 and CPG companies. Over 20 years, I've built a strong track record in designing new strategies and leading change initiatives that have led to significant improvements. I have deep knowledge of local markets in North America and Europe, having held various roles across these regions. Multinationally experienced professional with specialized M.I.S.E. (Maersk International Shipping Education) background gathered in Copenhagen, Denmark and MBA from McMaster University in Hamilton, Canada. I have successfully completed five international assignments across the USA, Spain, Italy, Russia, and Canada.



KEITH IVOR BEZZANT NIBLETT

BA, CAMMEd, MScBus, GDiplnstM, MM, MScM, LRAM DBA
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Keith joined Executive Development Programs in the Eli Broad College of Business at Michigan State University, Lansing, on February 1, 2009. In this role, focusing on customized, international and online programs he is working on whole program design, marketing and sales, teaching and support, continuous improvement and strategic geographic and portfolio development. To accomplish these goals Keith's efforts include design, development and delivery of online programs and courses in a variety of media.

Firstly an English and a Masters Music graduate, Keith was involved in the media industry for the first twenty years of his career. He held senior executive and directing positions in the regional and national press, in radio and magazines. This part of his career enabled him to live in Hong Kong, the USA and Canada, Australia and Singapore and France. Whilst working in the media, Keith passed a post-graduate Masters degree in Management Studies, and a Masters degree in Marketing and Marketing Behavior and a further Masters degree in Marketing Strategy.

He joined BET, the Industrial Services conglomerate, in 1989, and was responsible for the strategy formulation, implementation and resulting development needs of their seventy companies' world-wide. During this period he worked with the construction, oil and gas, hiring, out-sourcing, transport, manufacturing and cleaning industries in the Americas, Europe, Mid East, Australasian and Asian sub continents. During this time he had offices and accommodation in Delhi, India

Keith was appointed to the consulting faculty of the PA Management Development Practice at Sundridge Park Business School in August 1996. As a Managing Consultant, he utilized his skills in strategy, leadership, management, marketing and brand development techniques to develop programs, lecture and to consult with clients in the software, IT, telecom, building, oil and gas, banking, builder's merchant, specialist retailing, transport, public agency, and manufacturing market sectors in UK, Europe, Asia, North and South America.

He was appointed to the Organizational Development Arena at Cranfield University School of Management in April 2001. He was Client Partner and Director for customers from the insurance, banking, trading, manufacturing, retail, IS/IT, telecom, and extractive industries. This work includes client business in the US, Canada, Gulf States, Australia, China, India, Russia, Turkey and most Euro countries. He directed designed and lectured a number of corporate client programs and taught on the Cranfield MBA and MSc Marketing, in marketing and sales strategy, sales techniques, key account management, leadership, negotiation skills, decision making and management skills.

Keith joined Thunderbird, the then Garvin School of International Management (now School of Global management) in Glendale, Arizona, in February 2005 as Assoc. VP, responsible for global partnerships, executive education, open program enrollment, online programs and Thunderbird consulting. Was also senior faculty, specializing in marketing strategy, customer engagement strategy, sales strategy, key account management, negotiations, implementing and leading strategy and global mind set. His close client relationships were from the Oil and Gas, Information Systems, Information Technology, International Banking and Insurance and Global Manufacturing Sectors. He acquired much knowledge in relation to global management and mindset, global business, global business intelligence, entrepreneurship and marketing into overseas geographies. He left to join MSU in February 2009. He now resides in Okemos, Michigan USA.

Keith also is Chairman of the Board of a fast growing US National Home Owners Association services company, and a senior Board member of a New York based international manufacturing and marketing company, which has over ten manufacturing units in every major continent in the world.

E.T. (ERIC) JAKUBOWSKI
Chief Commercial Officer at Anacostia Rail Holdings



Eric Jakubowski joined Anacostia Rail Holdings Company in March 2012. Prior to this position, he was director of network strategy – US, for Canadian National Railway. He previously held marketing and operating positions for more than 25 years with both CN and Conrail. Eric served on the STB’s Rail Shipper Transportation Advisory Committee as well as Northwestern University’s Transportation Center Business Advisory Committee. He was recently appointed Chair of the Rail Shipper Transportation Advisory Council to Surface Transportation Board (RSTAC). Harvard University (BA); Northwestern University (MA, MBA).



D. LYNN KELLEY

Dr. Lynn Kelley has carved a path marked by executive leadership roles reporting to the CEO of two Fortune 200 companies. She has worked in manufacturing, engineering, supply chain, and continuous improvement across diverse industries at a global scale. Lynn served as Senior Vice President of Supply Chain and Continuous Improvement at Union Pacific Railroad, and now serves as a Senior Advisor to BBH Capital Partners, where her expertise helps fuel the firm's investment endeavors.

Before her tenure at Union Pacific, Lynn held the position of Vice President of Operational Excellence at Textron, earning her a seat at the executive leadership table. Armed with a PhD in evaluation and research, Lynn also taught university-level statistics courses. Prior to her foray into academia, Lynn served as the Executive Vice President and Chief Operating Officer of Doctors Hospital.

Throughout her career, Lynn has forged a trail of achievement by expertly guiding organizations through innovation and change management initiatives. Lynn's practical methodologies have consistently delivered operational excellence that engages employees and surpasses customer expectations. Lynn is a sought out international speaker and wrote the Amazon best-selling book, *Change Questions* with John Shook, which describes their proven change management process.



JENNIFER DUNN

Dr. Jennifer Dunn is a faculty member in the Department of Management in the Eli Broad College of Business at Michigan State University as well as the faculty co-director for the Center for Ethical and Socially-Responsible Leadership. She received her Ph.D. in Decision Processes from The Wharton School at the University of Pennsylvania.

Dr. Dunn conducts research in the areas of negotiation, trust, reputation, and ethical decision-making. She has published work in the Journal of Personality and Social Psychology, Organizational Behavior and Human Decision Processes, Research on Managing Groups and Teams, and the Best Paper Proceedings of the Academy of Management. She is on the editorial board of Organizational Behavior and Human Decision Processes.

Dr. Dunn teaches negotiation courses in several graduate-degree and executive programs and teaches business ethics in the Full-time MBA Program. The full-time MBA graduating class has awarded her their Faculty of the Year award seven times.

MIKE STICKEL
PRESIDENT & CEO AT LAKE STATE RAILWAY COMPANY



Mike Stickel assumed the role of President & CEO of Lake State Railway on July 15, 2024, after previously serving as Executive Vice President and Chief Operating Officer. He joined the LSRC team in 2013 and has held key roles in the company's commercial, operations, and mechanical divisions.

Before joining LSRC, Stickel was Vice President of Marketing for the Eastern Region at Watco, a transportation and supply chain services company. He has also held positions at CIT, Helm Financial Corporation, and The Indiana Rail Road Company. He currently serves on the board of directors for the American Short Line and Regional Railroad Association (ASLRRA).

SEAN PENGALLY P.E.
Project Manager at Lake State Railway Company



Sean Pengelly, P.E., serves as the Engineer for Projects & Development at Lake State Railway, where responsibilities include collaborating with various departments to ensure safety, enhance rail traffic, and improve efficiency for a 375-mile regional freight railroad in Michigan. Pengelly's experience includes work as an Undergraduate Research Assistant at the University of Illinois at Urbana-Champaign within the Railroad Engineering program and earlier roles as a Research and Development Intern and Undergraduate Student Research Assistant focused on rail transportation.

Prior experience includes positions at Railmark Holdings, Inc., where responsibilities encompassed marketing and operations related to rail logistics. Pengelly holds a Bachelor of Science in Civil Engineering and Railroad Transportation from the University of Illinois Urbana-Champaign.



TINA RILEY

Tina M. Riley is an Associate Professor in the School of Human Resources and Labor Relations at Michigan State University. She holds a PhD in Higher, Adult and Lifelong Education, with a concentration in Communications, and a Master of Labor and Industrial Relations from Michigan State University. Dr. Riley is a results-based educator and executive coach with expertise helping individual leaders, and organizations, achieve their full potential through high-impact communications that build trust and promote inclusion and engagement.

She adopts an engaging and holistic approach to teaching that facilitates learners' ability to move from theory to practice. Her teaching style makes complex concepts accessible to graduate students and seasoned professionals alike. Dr. Riley teaches academic and professional development classes on a variety of HR and leadership topics including communications, leadership development, managing change, diversity and inclusion, conducting workplace investigations, and HR's role in cybersecurity.

With her passionate and engaging style, Dr. Riley develops and presents customized leadership development programs for both public and private sector organizations, from manufacturing to the Courts. Organizational leaders and HR professionals from across the globe including Bahrain, Cameroon, Canada, Georgia, Nigeria have participated in her workshops.

DANIEL F. LYNCH, Ph.D., CMILT



Daniel F. Lynch is the lead consultant at Supply Chain & Logistics Management Associates (SC&LM) in East Lansing, MI, with clients including the Windsor-Detroit Bridge Authority (WDBA). Formerly (2009-2020) he was an Associate Professor and Director of the Centre for International Trade & Transportation at Dalhousie University in Halifax, Nova Scotia. Previously he was on the faculty of Marketing & Supply Chain Management at Michigan State University. He was also an Associate Professor, Chair of the Department of Marketing and Associate Dean at Montana State University-Billings.

His publications have appeared in numerous supply chain and operations management journals, national and international conferences, as well as several book chapters and cases. His research interests include: Global Supply Chain Alliances, Supply Chain & Marketing Strategy, and E-Commerce. His professional managerial experience includes over twenty years of Retail Ownership, Transportation Administration/Engineering, Consulting, and Warehouse Operations.



JASON MILLER

Jason Miller (Ph.D. The Ohio State University) is an Associate Professor of Supply Chain Management and the interim chairperson for the Department of Supply Chain Management in the Eli Broad College of Business at Michigan State University. His primary research stream examines issues in the for-hire truck transportation industry including safety, productivity, pricing, and labor market dynamics. He also conducts research in the manufacturing and retail sectors that focuses on the disruptive impact of the COVID-19 pandemic and inflation. He connects his research to practice via frequent posts on LinkedIn that cover an array of topics including inventory levels, retail sales, inflation, manufacturing output, trade, and transportation activity. He frequently speaks at industry webinars covering these topics.

Jason teaches or has taught courses at the undergraduate, masters, and doctoral level. At the undergrad level, Jason teaches the case-based capstone supply chain management course and has also taught an upper-level transportation management elective. At the master's level, he teaches an integrated logistics management course as part of the full time MBA program. He also teaches an online course concerning distribution fulfillment in the Masters of Science in Supply Chain Management program. At the doctoral level, he co-coordinates the introductory PhD seminar common to both the logistics and OSM doctoral programs.

Jason has been recognized with multiple awards for research and teaching. He was recognized as the undergraduate faculty member who had the greatest impact on students based on the 2017 graduating senior survey. The website Poets & Quants has recognized him as one of the top 40 undergraduate professors in 2017 ([P&Q40](#)).



DAVID J. FRAYER

David J. Frayer, Ph.D. is Assistant Dean, Outreach & Engagement in The Eli Broad College of Business at Michigan State University, where he leads a group responsible for design, development and delivery of executive and professional education programs and two executive education and corporate learning facilities (The James B. Henry Center for Executive Development in Lansing, Michigan and the Management Education Center in Troy, Michigan). In addition to these responsibilities, he also oversees facilities, technology and corporate relationships for the Broad College. Prior to assuming these responsibilities, Dr. Frayer was involved in The Global Procurement and Supply Chain Benchmarking Initiative, a third-party procurement and supply chain benchmarking effort involving over 200 companies worldwide. He received his Ph.D. in marketing, logistics and international business at Michigan State University and previously received his B.A. and M.B.A. in marketing from Michigan State University. Prior to returning to Michigan State University for his Ph.D., Dr. Frayer was part of a product development staff group at Ameritech Publishing, Inc. (Troy, Michigan).

Dr. Frayer is co-author of *Best Practice Model for ECR Alliances: Guidelines for the Development, Implementation and Maintenance of Alliances*, a research report prepared for the Best Practices Operating Committee of the Joint-Industry Project on Efficient Consumer Response. He is also a co-author of *World Class Logistics: The Challenge of Managing Continuous Change*, a research-based book prepared for the Council of Supply Chain Management Professionals, *New Product Development: Strategies for Supplier Integration*, a research-based book prepared for the American Society for Quality and *Global Supply Chain Management*, a practitioner-focused book from McGraw-Hill. He has published articles in the *Journal of Marketing Theory and Practice*, *Marketing Education Review*, *International Journal of Physical Distribution and Logistics Management*, *Journal of Supply Chain Management*, *Supply Chain Management Review*, *Logistics Focus*, *The Logistics Handbook*, *The Distribution Management Handbook*, *The Handbook on Industrial Sourcing* and *Logistics Technology International* as well as conference proceedings at the *National Science Foundation*, *Decision Sciences Institute*, *Association of Marketing Theory and Practice*, *Institute for Supply Management* and the *Council of Supply Chain Management Professionals*. Dr. Frayer is a frequent speaker at professional meetings, academic conferences and executive development programs. His research interests include strategic alliances, talent supply chain management, supply chain integration and global procurement and logistics strategy.

Dr. Frayer is a member of the Council of Supply Chain Management Professionals, the Supply Chain Management Council of West Michigan and received the 2009 Outstanding Achievement Award for the advancement of the supply chain management profession in West Michigan.