

**Key Personnel – Lola Wei**



# **Railroad Industries Incorporated**

*Full Service Transportation Consulting*

**Lola Wei**

**775-329-4855**

**ljw@railroadindustries.com**

### **Experience**

*Railroad Industries Incorporated*, Manager of Economics and Finance 2006-Present  
Reno, NV

Ms. Wei performs economic and feasibility analysis for this worldwide transportation consulting firm. She is the Program manager for development of costing models for operational analysis, marketing statistical analysis and trend forecasting, and transportation costing for the firm and client projects. She employs a unique understanding of various projection techniques and factors to forecast market demand, volumes, financial impacts, market trends, and growth indicators. She also conducts rail right of way, rail line and rail equipment evaluations for due diligence, acquisition and sale valuations, and settlement appraisals. Ms. Wei also contributes to marketing strategies, report writing and project management. Projects of note have included complete net liquidation and going concern evaluations and due diligence for multiple short line and branch line railroads across the country; operating plan development and start up economic analysis for new operators of railroad; Expert witness evaluations and damages calculations; Federally funded loan financial analysis and loan applications; and feasibility analysis for new rail construction. Forecasting projects have included intermodal traffic for US West Coast Ports; plastics and petrochemicals for major US Class I railroad; grain, petroleum and ethanol market forecasting for national energy company and aggregates and cement for international aggregate and building material company. Modeling projects have included extensive operations on projected Utah Coal railroad in Central Utah, intermodal container traffic at Ports of Los Angeles and Long Beach, California and inland port traffic shuttle train traffic for Southern California Association of Governments.

*Centex Homes*, Strategic Planning Manager 2005-2006  
Reno, Nevada

Ms. Wei's responsibilities centered on leading, driving, and conducting targeted market analysis and strategic planning (integrating geographic, customer & opportunity segmentations and defining market size, supply/demand, evolving customer needs and economic development trend) to identify potential opportunities by price points and product type. She accomplished the due diligence for over \$100MM in land acquisitions. Other notable projects encompassed developing a comprehensive financial model for competitive analysis to maximize margins and revenues through adjustments to pricing (base, option, premiums), as well as spearheading the integration and application of GIS tools in marketing analysis to forecast business growth areas and targets. In addition, she conceived, developed and conducted focus group discussions with real estate professionals and consumers providing qualitative insights into the market.

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*Triumph Group, Inc.*, Program Manager  
Phoenix, Arizona

2003-2005

Duties emphasized cost control while enhancing customer satisfaction with products, processes and service. Her responsibilities included developing accurate program scope/specifications, customer service process, demand and revenue forecast models and competitive analysis tools. She accomplished a 35% increase in profitability with 25 key airline accounts through improving internal customer communications. Ms. Wei forecasted a 20% incremental growth in revenue and implemented the sales strategy to achieve these goals, as well as reversing a trend of historical competitive pressure with the initiation of business intelligence programs, concurrently delivering a 98% customer satisfaction rating.

*Thaihon Enterprise Investment Ltd.*, Regional GM/Sales&Mktg Mgr/Project Mgr 1995-2001  
Hong Kong, China

Ms. Wei started as the firm's chief negotiator (Project Manager) in a \$6MM acquisition of Garry Electronic (HK) Ltd., and was quickly promoted to Sales & Marketing Manager and placed in charge of introducing new products. She established new business lines with zero capital investment and developed the sales strategy to identify and sell directly to end users. As well as managing distribution channels, pricing and negotiating better credit line/payment terms with suppliers and banks, there by contributing to a 20% growth in profits and \$7MM on cash flow. Later being promoted to Regional General Manager, Ms. Wei initiated acquisitions to grow mature businesses that resulted in a 100% ROI (\$800K net profit), building new business lines netting \$1.2MM on over \$2.5MM in sales. In addition, Ms. Wei initiated, led and consolidated 15 struggling brand names into one highly recognizable brand.

Additional experience includes an assignment with McKechnie Aerospace Aftermarket Group as Product Development Manager, leading new product development processes, identifying new growth principals, resulting in 20% (5M) sales increase annually. Ms. Wei conducted marketing gap analysis for the company's primary product, leading to \$3M potential new sales growth. Ms. Wei also served as a Business Development Intern with Honeywell International Inc. developing market entry strategy to penetrate new market segments, and she created a financial model to analyze the gap between potential demand and actual sales to revise strategy catching new market share.

### **Education**

*Master of Business Administration*, Thunderbird, Garvin Graduate School of Int'l Mgmt  
Major: International Management

*Bachelor of Science*, Gong An University  
Major: Electrical Engineering

Internships: Corporate Consulting Project for Briggs & Stratton on China Market Entry  
Eli Lilly Business Intelligence Project on CRM tool  
Brand Promotion Project for Phoenix Family Museum