



Craig Paulsen

Vice President of Sales and Marketing, Intermodal Schneider

Craig Paulsen currently serves as the Vice President of Sales, Marketing and Customer Service for Intermodal at Schneider, a premium provider of transportation, intermodal and logistics services. In this role, he leads the Intermodal Sales organization and is accountable for developing the North American strategic marketing plan, and creating insights and differentiators. His marketing plan helps to determine the target markets and verticals to allow for expansion in emerging markets and drive profitable growth.

Paulsen is an established professional in the transportation industry with 34 years of experience, joining Schneider in 1988. He started in Extended Operations. Several years later, he evolved into a commercial role as an Account Manager. He then progressed to Regional Service Leader, where he managed Customer Service and freight planning functions in the East coast markets. Paulsen then became the Director of Billing and Pay Services, leading hundreds of associates, before moving into a Global General Manager position seven years later supporting the entire portfolio. He assumed his current role in 2013.

Paulsen attended Lakeland University and received his Master's Degree in Transportation Management from Denver University in June 2017. He has a proven ability to attract and develop talent, consistently achieving results while raising the bar, and motivating his commercial team through his passionate and optimistic visionary leadership.