



May 31, 2018

Industrial

Kenny Rocker
Vice President Marketing &
Sales – Industrial

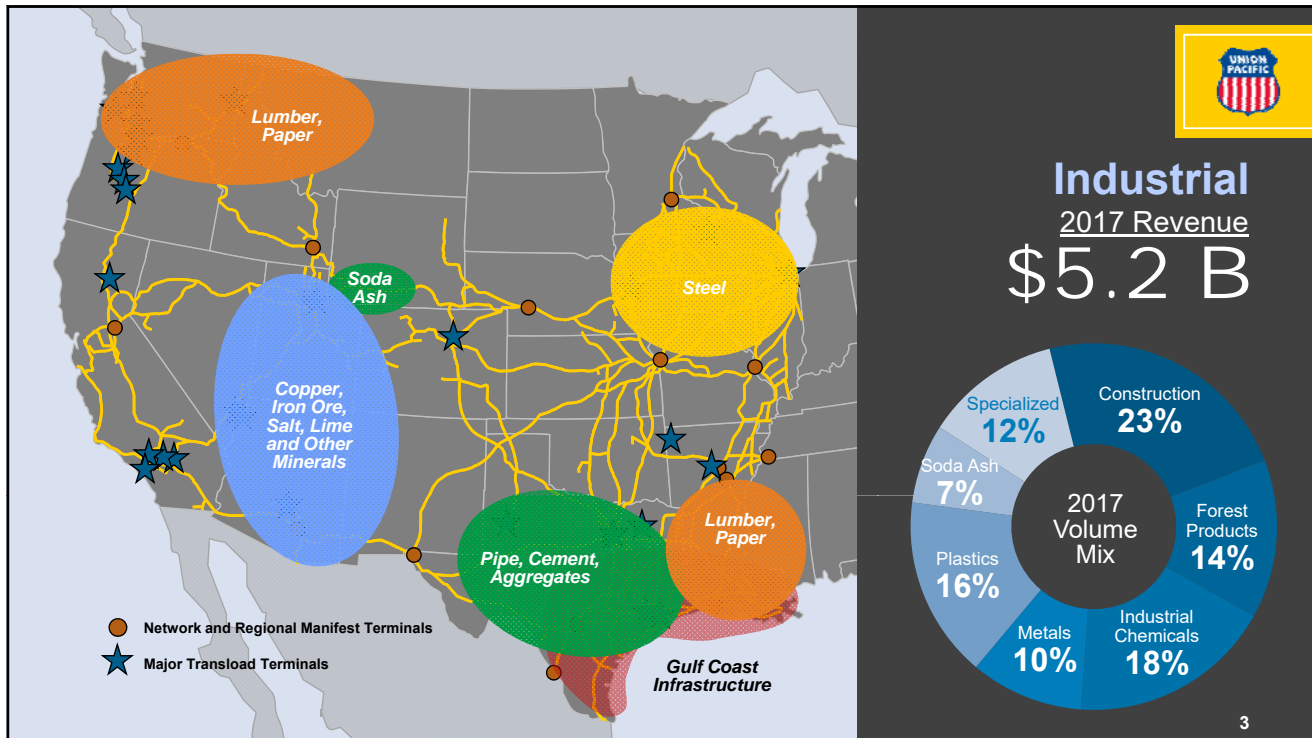
Kenny Rocker Vice President Marketing & Sales – Industrial



Kenny Rocker was appointed vice president marketing and sales-Industrial in September 2017. Industrial includes multiple commodity areas including construction, lumber and paper, metals and ores, specialized markets, minerals, industrial chemicals, plastics and soda ash.

Rocker joined Union Pacific in 1994 and has held various positions during his career with the railroad including assignments in Automotive, the Market Development & Sales Center, Chemicals and most recently, as vice president and general manager – Industrial Products.





Industrial Market Drivers

- + Manufacturing Strength
- + Petrochemical Industry Growth
- + Infrastructure Investment
- + Forest Product Demand





Industrial Growth Opportunities

Significant U.S. chemical capital investment

Expansions with high probability

Continued opportunity for truck conversion

*Source: American Chemistry Council, "U.S. Chemical Investment Linked to Shale Gas: \$194 Billion and Counting" April 2018

Innovative Service Offering

Dallas to Dock



Door-to-Door



Transloading



Warehousing



Market Reach

