



MARKETING LEADER TRACK

Where Marketing Leaders Connect, Learn, & Thrive.

This track is built for senior marketing professionals who set strategy, lead teams, and drive brand and revenue growth in the transportation and logistics industry.

Whether you oversee digital, content, events, communications, or integrated campaigns, this track equips you with the strategic insight, peer perspective, and leadership tools needed to guide teams and deliver business impact.

Who Thrives Here?

Chief Marketing Officers (CMOs)
VPs & Directors of Marketing
Senior Marketing Managers

Brand, PR & Communications Leaders
Demand Generation & Growth
Strategy Executives
Emerging Marketing Leaders

"People don't buy what you do; they buy why you do it,"

-Simon Sinek

Professional Development

Learning & Insight: High-impact sessions & on-demand tailored content in Member Portal

Connections & Collaboration: Quarterly virtual meetups & Track-specific roundtables = solution-driven conversations

Partner Access: Curated intros to solution-providers & vendors who can help you streamline processes & save time

Connect Leadership Vision & Day-to-Day Execution

- Shared best practices & vocabulary
- Professional development at all levels
- Align company vision to individual goals
- Elevate organization brand & recognize emerging team members with TMSA Rising Star award.

New Competitive Background

- Training and onboarding new talent is a priority
- Leaders battle change overload
- "Developing people faster" ranked a top-tier risk & priority
- Technology is not the strategy, enablement is

*Executive Summit Insights - 2025

Metrics that Matter are Shifting

- Profitability over top-line revenue
- Customer lifetime value over lead volume
- Retention & culture as business indicators
- Technology ROI over technology adoption

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Learn More: www.tmsatoday.org/marketingleader