



Nanette Efrid

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Nanette Efrid is one of the early data evangelists in the North American freight logistics industry. Today, she leads the Port Solutions business as the Senior Director for GE Transportation. She has been a member of the GE team for almost four years, and served in various leadership functions in Rail and Data/Analytics, before launching the new Ports related product line. Prior to joining GE, Nanette served as a senior executive at Railinc (a wholly owned subsidiary of the AAR), where she led business transformation and the creation of its newly formed commercial software division, including launching new data solutions and migrating/retiring legacy solutions, along with new analytics products. She also spent several entrepreneurial years delivering custom solutions for freight shippers and third party logistics providers in the North American market. Nanette lives in her native state of North Carolina.