

EXECUTIVE ANNOUNCEMENT

RAILWAY ASSOCIATION HIRES INDUSTRY VETERAN LORA SMITH TO LEAD COMMUNICATIONS AND ADVOCACY EFFORTS

After a cross-Canada executive search, the Railway Association of Canada (RAC) has named Lora Smith as Vice-President, Public and Government Affairs, effective January 8, 2024.



Lora is an experienced and strategic communicator with a demonstrated track record of developing and implementing marketing and communications strategies. She has worked in highly regulated environments – including the transportation sector – and spent more than 16 years at CN where she served most recently as Director, Corporate Communications.

Lora's expertise includes marketing, corporate and crisis communications, brand strategies, digital communications, and more. With wide-ranging experience spanning industries such as transportation, pharmaceutical skin care, and athletic wear, she is a creative and collaborative team builder and problem solver.

Originally from Newfoundland, she obtained her Bachelor of Commerce (Hons.) at Memorial University before moving to Montreal to pursue an MBA at McGill.

At RAC, Lora will lead a team of dedicated professionals and oversee:

- Communications and marketing
- Government relations and advocacy
- Policy and programs
- Research and analytics
- Member engagement
- Stakeholder engagement

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Lora's deep industry experience and her proven ability to communicate on a wide array of issues with clarity and precision will ensure we take our association's activities to the next level as we continue to be the voice of Canada's railways.

- Marc Brazeau, RAC President and CEO

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Follow Lora and RAC's social channels for the latest railway news and information.

