

# UW-Green Bay: To host Union Pacific executive Kenny Rucker for next Bridging Success Through Leadership speaker event

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GREEN BAY, Wis.— From entry-level roles to the executive suite, leadership in transportation is shaped by moments of change, challenge and long-term decision-making. Those themes will take center stage on Tuesday, March 10, 2026 when Union Pacific Railroad executive Kenny Rucker shares insights from his three-decade career in rail and logistics with community members and students gathered at Fort Howard Hall in The Weidner on the University of Wisconsin–Green Bay campus. Rucker is visiting the area for [Bridging Success Through Leadership](#), a UW-Green Bay speaker series hosted in partnership with Schneider.

Rucker was appointed executive vice president of Marketing and Sales at Union Pacific in 2018 and is responsible for the company's three major business units—Bulk, Industrial and Premium—as well as Commercial Strategy, Marketing and Sales Operations, and Union Pacific's Mexico business. Since joining the railroad in 1994, he has held a variety of leadership roles across multiple markets and commodities, building a career defined by adaptability, strategic thinking and long-term industry insight.

Rucker's appearance comes at a pivotal moment for the rail and supply chain industries, as Union Pacific and Norfolk Southern have announced plans to merge—an event that could significantly reshape the future of freight transportation in North America.

“Transportation and logistics play a vital role in Northeast Wisconsin's economy,

with manufacturers, shippers and carriers across the region relying on strong rail, port and highway infrastructure to move goods efficiently,” said Mathew Dornbush, dean of UW-Green Bay’s Cofrin School of Business. “Hosting a leader from Union Pacific gives our community a timely opportunity to better understand how national rail decisions and industry shifts—like the proposed Union Pacific–Norfolk Southern merger—can have real implications for businesses and supply chains right here at home.”

Rocker’s presentation will kick off at 5 p.m. His talk will be followed by a question-and-answer session led by Jim Filter, the recently announced next president and CEO of Schneider. Networking and light refreshments will cap the evening.

“Throughout my career at Schneider, I’ve spent decades working closely with rail partners, including Union Pacific, to help move freight more efficiently and adapt to an industry that’s constantly evolving,” said Jim Filter, executive vice president and group president of Transportation and Logistics at Schneider. “As a proud UW-Green Bay alumnus, it’s especially meaningful to help bring leaders like Kenny Rocker to campus—so both students and members of the broader community can gain insight from the executives shaping the future of transportation and supply chain management.”

The *Bridging Success Through Leadership* speaker series is designed to bring global industry leaders to UW-Green Bay to share real-world perspectives on leadership, innovation and change. The series is open to the public and reflects UW-Green Bay’s commitment to connecting the region with timely conversations shaping the future of business and supply chain management.

The event is free for UW-Green Bay students and employees, as well as Schneider employees. General public tickets are \$10 and advance registration is encouraged.

**Event Details:**

**What:** Bridging Success Through Leadership featuring Kenny Rocker, Union Pacific Railroad

**When:** Tuesday, March 10, 2026

**Time:** Doors open at 4:30 p.m.; presentation at 5 p.m.; networking to follow

**Where:** Fort Howard Hall, The Weidner, UW-Green Bay

**Admission:** \$10 general public; free for UW-Green Bay and Schneider employees and students

To register or learn more about the speaker series, visit the [Bridging Success Through Leadership Speaker Series web page](#).

### **About UW-Green Bay**

The University of Wisconsin-Green Bay is a school of resilient problem solvers who dare to reach higher with the power of education that ignites growth and answers the biggest challenges. Serving 11,519 undergraduate, graduate, and doctoral students as well as 101,000 continuing education learners annually, UW-Green Bay offers 200 academic degrees, programs, and certificates. With campus locations in Green Bay, Manitowoc, Sheboygan and a theater in Marinette, the University's access mission welcomes all students who want to learn, from every corner of the world. Championing bold thinking since opening its doors in 1965, it is a university on the rise – Wisconsin's fastest growing UW. For more information, visit [www.uwgb.edu](http://www.uwgb.edu).