




**PMLE CONSULTING LLC**

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# Executive Summary

## Key Points



### Services

PMLE provides a range of consulting services tailored to the commuter rail industry. Specializing in rolling stock procurement oversight, operational planning, and support for large maintenance/overhaul programs as well as daily servicing to name a few.

As a qualified and certified WBE/DBE/WOSB we are prime to support larger consulting agencies as well as offer direct support to transit agencies on smaller/medium sized on demand General Engineering Consulting (GEC) agreements.

### Customers

Our primary customers are larger consulting agencies whose main objective is to support transit agencies across the North American markets. These firms are well established and usually have several technical subject matter experts (SME's) as well as project management and administrative staff dedicated to not only delivering client work, but also to developing and winning new business.

Our second target market will be the transit agencies proper. Our firm's size allows us to be extremely cost effective in bidding for and delivering directly to agencies

### Future of the Company

With over \$102 billion set aside by the 2021 infrastructure bill which represents a 750% increase in congressional funding for Passenger rail over the FAST (Fixing Americas Surface Transportation) Act of 2015 we feel the time is now to establish this firm as leader in WBE/DEB support for this industry. We also plan to expand our services to include data management and security.

# Company Description

## Under the Hood

### OUR MISSION

Consistently exceeding our customers' expectations while solving complex management problems.

### Core Values

- Customer Experience
- Collaboration
- People Matter Most
- Service

### Principal Members



**Lisa Mrofcza**  
**Owner/President**

Over 15 years experience as a marketing executive Lisa's focus is the design and implementation of complex customer relations management systems that are tailored to her customers needs.



**Sam Mrofcza**  
**Director**

13 years of experience in the transportation industry including passenger rail, consumer automobiles, and over-the-road trucking in the United States

# Our Services

## What We Do



### Procurement Oversight

- Specification Design and Review
- Quality and Inspection Services
- Document Control
- Program/Project Management



### ASSET Management

- Asset Inventory
- Level of service analysis
- Criticality analysis
- Life Cycle Costing
- Long term funding support



### Field Support

- Commissioning support
- Warranty support
- Field modification review
- Inspection services



### Maintenance Planning

- Reliability tracking
- Condition, time, or hybrid
- OEM Service agreements (TSSSA)
- Overhaul support

## Our Services

# Today's Rail Vehicles



## A new era of equipment

Today's rail vehicles are aging at a rapid pace, according to the American Public Transportation Association's (APTA) 2022 Fact Book, 49% of all commuter locomotives and 38% of all commuter rail cars are beyond their useful life as established by the Federal Transit Administration's (FTA) recommendations. What the industry is faced with is a once in a generation rush to procure new equipment to keep pace with the growing demand. Long gone are the days of relay logic and switch gears, these vehicles rely heavily on OEM unique Programmable Logic Controllers (PLCs) and complex power inverters. With OEM's intellectual property at the center of these vehicles acting as both manufacturer and integrator PMLE has seen first hand the value of a strong warranty administration program as well as the use of post warranty supports agreements.

## Warranty Administration

PMLE works with you and your OEM to make sure the warranty agreement is utilized to support and improve your fleet. During your procurement and with your purchase contract in hand we will tailor your contract deliverables (CDRLs) to ensure proper coverage is attained.

Following delivery and commissioning we continue to work with you and your OEM to track reliability and implement modifications to address any reoccurring defects. PMLE will also advise stocking policies for critical consumable and running repair material.

## Service Contracts

PMLE can offer support for service contracts at any time during the equipment's life cycle, however we have found it is best to negotiate this at the time of procurement award. Put simply you have the most leverage over the OEM at the time, and the OEM can offer you the best pricing if combining material purchases for both manufacturing efforts as well as service contract support efforts.

If need be PMLE can work with you and your OEM to develop a business case for support and help tailor a scope of work to you operational needs. We will be there throughout the process establishing a detailed communication plan and responsibility matrix to ensure data flows freely across your organization.



# **Appendix A - Resumes**

## Lisa Mrofcza

### Owner/President

Lisa has over 15 years of experience helping customers transform their business through the implementation of Microsoft Dynamics CRM, Oracle CRM, SalesForce, FatStax, LotusNotes and JDE solutions. Strategic, resourceful relationship builder and compelling communicator who creates meaningful partnerships with colleagues, customers vendors and stakeholders. She has successfully completed CRM implementation programs for several clients, some with over 700 users, while offering continued support and training.

She began her career with a in a dual role selling and training on specialized quoting software to one of the toughest industries around, insurance. As luck would have it an opportunity to work for one of the largest automobile manufactures in the world, General Motors, presented itself and Lisa was up for the challenge. She quickly rose to being known as someone who spoke her mind and was always willing to support others. From here Lisa began a long tenure working for The Linde Group (Formerly Praxair Distribution, Inc.) where her passions for technology, learning and development were combined into the world of CRM implementation. Lisa makes transforming user stories into database segments look as simple as ordering something off Amazon.

#### **PMLE Consulting LLC – President/Owner**

PMLE provides a range of consulting services tailored to the commuter rail industry. Specializing in rolling stock procurement oversight, operational planning, and support for large maintenance/overhaul programs as well as daily servicing to name a few.

As a qualified and certified WBE/DBE/WOSB we are prime to support larger consulting agencies as well as offer direct support to transit agencies on smaller/medium sized on demand General Engineering Consulting (GEC) agreements.

**Duration – 2023 - Present**

#### **Law School Admissions Council – Learning and Development Specialist**

Oversees training and development of an enterprise grade CRM built on Microsoft Dynamics 365 platform. The system has over 400 users with over 118 schools (instances) running and plans to bring in another 80 by the end of 2023. Works remotely and travels regularly for training and in-person meetings.

- Works with developers to optimize user stories for rollout.
- Implemented Real Time Marketing (RTM) module.
- Troubleshoots incidents for users.
- Interfaces with QA and supports software updates regularly.

**Duration – 2021 - Present**

#### **Total years of experience**

15

#### **Education**

B.S. Illinois State University,  
Marketing & minor in Psychology

#### **Certifications**

Microsoft - Dynamics 365  
Functional Certification

#### **Core Competencies**

MS Office Suite  
Strategic Direction  
Process Modeling  
Software Demonstration  
System Integration  
Workshop Facilitation  
Functional Design  
System Testing  
User Training  
Customer Support  
Data Migration



**Lisa Mrofcza**  
**Owner/President**

**Praxair Distribution Inc – Senior Consultant/Dynamics 365 Manager**

Serves as a software manager, overseeing a team of Marketing Associates and spearheading Microsoft Dynamics 365 to 700+ users by consulting stakeholders and offering digestible information to the technical coding team. Gathered feedback and directing solutions to specialized consultants. Optimizes and troubleshoots Dynamics 365 by utilizing cutting-edge methodologies. Continues to train all levels of organization in-person and virtually, ranging from 10-120 participants. Liaison between stakeholders and technical coding teams to streamline success.

- Implemented robust Microsoft Dynamics 365 CRM Sales & Marketing module.
- Rolled out production level CRM to entire PDI organization of 700+ users.
- Developed and deployed Dynamics CRM training program
- Executed and oversaw annual charity golf outing, raising \$800K annually.

**Duration:** 2017 – 2021

**Marketing Associate**

Managed initiatives including tool optimization, lead generation, reporting, training, auditing, and project management. Lead planning and execution of trade shows and various customer- and market-related events. Supported website updates and ongoing SEO activities. Directed, researched, and consolidated Market Intelligence efforts. Prepared monthly marketing reports for the leadership team. Assisted in creating marketing materials to be used across various media platforms, including brochures, videos, e-marketing, signage, ads, and direct mailings.

- Implemented & deployed Oracle CRM to 600+ users.
- Acted as a FatStax account manager.
- Provided field with 250+ cutting machine quotes per year.

**Duration:** 2014 - 2017

**Executive Assistant**

Answered facility phones, screened and processed telephone calls effectively, and performed proper selection for putting calls through to the appropriate party. Acted as point of contact for various administrative and process needs of 100+ facility employees. Interacted with customers and staff by answering incoming calls and addressing requests, Processed departmental invoices for payment. Conducted analysis and research to address invoicing questions. Ordered and maintained building supplies. Assembled and analyzed information, manuals, agendas, correspondence, and memoranda.

**Duration:** 2012 – 2014

**Lisa Mrofcza**  
**Owner/President**

**General Motors/Market Source, Naperville, IL. Executive Administrative Assistant**

Offered daily support to Regional Directors, Regional Service Managers & Regional Managers. Orchestrated business meetings, luncheons, and dinners. Utilizes Microsoft Office Suite, Lotus Notes, AS400 to streamline success. Streamlined correspondence through e-mail, telephone, and mail. Compiled and analyzed complex and classified information.

**Duration:** 2010 - 2012

## Sam Mrofcza, PMP

### Director

Samuel Mrofcza has 18 years of experience in the transportation industry including passenger rail, consumer automobiles, and over-the-road trucking in the United States. Mr. Mrofcza is working as general/project manager supporting the Illinois Department of Transportation's operation of their newly purchased rolling stock which operates their interstate passenger rail services in collaboration with the surrounding Midwest States.

He began his career as a service technician working on Ford automobiles and quickly moved to corporate representative roles first with General Motors and then with Navistar, a leading US manufacturer of heavy-duty trucks and engines. Subsequently working as a service engineer for Amtrak, a national network of passenger rail in the US, he worked on several capital and government funded projects, including lead technical support for a multi-state procurement of new high-speed passenger locomotives valued at over \$225 million.

#### **Atkins North America - Midwest Fleet Manager, Owner's representative, Illinois Department of Transportation, Chicago, IL.** General/project manager.

Oversees the Atkins NA team that has delivered a wide array of fleet management services as they relate to the newly acquired state owned rolling stock.

- Successful submission of FRA mandated 238.111B test reporting.
- Coordinate routine reporting by the O/M contractor on behalf of equipment owner.
- Draft and implement warranty administration plan for newly acquired equipment.
- Provide annual/5-year budgets including capital improvements.
- Oversight of State-owned inventory which is in the control of the O/M contractor.
- This project is a fleet management contract for the Midwest States Next Generation Equipment Pool, consisting of 33 locomotives and up to 88 passenger cars.

**Duration:** 2016 – present

#### **AMTRAK - National Railroad Passenger Corporation, Chicago, IL.** Senior Service Engineer.

Provide on-site technical support for all diesel powered locomotives owned and operated by Amtrak.

- Maintain and create new modifications to be performed on locomotives to improve quality and reliability of Amtrak's diesel fleet.
- Track a number of metrics related to the reliability and on time performance of the fleet; generate weekly/monthly reports based on this data.
- Interact with multiple levels of management to report on the status of the fleet, including in-person, web/conference calls, and electronic mail.

#### Total years of experience

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15

#### Education

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B.S., Automotive Technology,  
Southern Illinois University, 2009

A.S., Applied Science, Parkland  
Community College, 2006

#### Certifications

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Project Management Professional  
(PMP), Project Management Institute

## **Samuel Mrofcza, PMP**

### **Director**

- Ensure that all work performed falls within the guidelines set forth by the Federal Railroad Administration and is in compliance with the current Code of Federal Regulations.
- Complete all required Safety training as required by the FRA and Amtrak.
- Work closely with outside vendors to test and implement new products, facilitate on-site visits and consultations.
- Lead technical support and project management of multi-state procurement contract of new diesel-electric locomotives valued at \$225M.

**Duration:** 2014 - 2016

### **Navistar/TTI Global, Lisle, IL.** Field service engineer (chassis and electrical).

- Provide web/phone based as well as on-site diagnostics for the international dealer network as well as the end user of all products represented by Navistar.
- Maintain accurate records as it pertains to root cause analysis for various issues that arise with Navistar products.
- Create and maintain technical service information that is supported on an internal data base for all international dealers to access to aide in the repair of our products.
- Work in cooperation with other divisions inside Navistar including but not limited to;
  - Fleet Service Managers (field),
  - Customer Service Engineers (field),
  - Regional Service Managers (field),
  - Technical support staff,
  - Warranty administrators,
  - Parts critical fulfillment staff

**Fleet service manager (2012).** Maintain off site contact with several high-profile fleet customers; working specifically with their breakdown departments to help expedite repairs for their fleet.

- Maintain off site contact with international dealer network; working with their parts/service departments to expedite repairs for fleet customers.
- Council and coach dealers on effect ways to expedite repairs and better serve their customers.
- Work in cooperation with other divisions inside Navistar

**Duration:** 2012 - 2014

### **General Motors/Market Source, Naperville, IL.** District manager After Sales.

Maintain off site contact via phone/internet with the service and parts departments of a total of 29 dealerships.

- Assist dealerships with any and all concerns related to the policies and procedures set by General Motors in relation to their service and parts departments.
- Council and coach dealers on effect ways to build service customer relations and increase the profitability of their service departments.
- Generate a number of weekly and monthly reports to share with the dealers, including but not limited to;
  - technical training reports,
  - customer satisfaction index reports,

**Samuel Mrofcza, PMP**

**Director**

- warranty work analysis reports,
  - customer retention reports,
  - sales and service lead reports.
- Work in cooperation with other divisions of General Motor, including but not limited to,
  - District Sales Managers,
  - Field Warranty Managers,
  - Regional Operation Managers,
  - Field Service Engineers,
  - Customer Service Representatives

**Duration:** 2010 - 2012

**BRCKM Enterprises Inc., Birmingham, AL. General Manager.**

Accountable for day-to-day operations of nightclub with \$1.3 million in annual sales.

- Successfully lead due diligence work to identify business opportunity in bar/entertainment industry.
- This included the review of finances, scouting of locations, securing appropriate business licenses from local governments and key member of purchase negotiating team.
- Oversaw successful transition of management by maintaining current staff as well as hiring additional staff and implemented training program under new management.
- Performed all functions related to payroll and human resource management for \$1.3 million nightclub which included a staff of 30 employees.
- Responsible for and performed all purchasing including that of inventory, furniture, fixtures, equipment and repairs and maintenance work to comply with business regulations and safety standards.
- Generated monthly profit and loss statements, reconciled bank accounts and managed all functions of accounts payable.

**Duration:** 2009 - 2010