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DART names new leaders for commuter rail, marketing

Norma Navarro is the new Vice President, Commuter Rail, and Nevin Grinnell is the new Vice President/Chief Marketing Officer for Dallas Area Rapid Transit's (DART).

Navarro, has served DART in several capacities since joining the agency in 1990, most recently as assistant vice president, commuter rail administration. In her new role she will be responsible for the day-to-day leadership of the Trinity Railway Express and will serve as DART's liaison with the T in Fort Worth, who co-own the 35-mile commuter rail line with DART.

Grinnell joins DART after more than 20 years in marketing, primarily in the food and beverage and consumer products sectors. Most recently he was senior vice president of marketing for the NCH-Retail Product Group, where he was responsible for company strategy and new product innovation. He has also held marketing leadership positions at Frito Lay and Dr. Pepper Snapple Group.



Norma Navarro

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Nevin Grinnell

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