

Nationally recognized expert in trucking technology with over 35 years of experience spanning telematics, ELDs, vehicle diagnostics, and transportation management systems. Provides expert witness services, regulatory consulting, and technical analysis for litigation, arbitration, and compliance matters. Background includes leadership in system design, regulatory advisory roles, and extensive involvement with commercial fleet operations.

Services Provided:

- ✓ Expert Witness
 - Commercial Motor Vehicle regulations and technology.
 - Expert Witness in vehicle analysis involving TMS, telematics and/or ELDs.
 - Providing opinions and analysis regarding truck fleet regulations, operations, and technologies in legal proceedings, arbitrations, and mediations.
- ✓ Consulting
 - Education on US, Canadian, State, and Provincial Commercial Motor Vehicle legislation, regulations, and requirements.
 - Transportation Management Systems design, testing, implementation, and analysis.
 - Telematics systems, US and Canadian regulatory compliance, vehicle data recording and retention.
 - Telematics design, testing, troubleshooting, implementation, and analysis.
 - Commercial medium and heavy truck electronics and computer systems, emphasis on interfacing with telematics devices.
 - ELD design, testing, troubleshooting, and analysis.
 - Truck fleet dispatch operations; design, procedures, and best practices.

Clients – 2018 to current

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| ✓ MiX Telematics North America, Inc. | ✓ ExxonMobil Corporation |
| ✓ Samsara Inc. | ✓ Chevron Corporation |
| ✓ Fleetilla, Inc. | ✓ US Foods Holding Corporation |
| ✓ North American Dispatch Systems, LLC | ✓ Petco Inc. |
| ✓ Dennis McGee and Associates, LLC | ✓ Calfrac Well Services, Ltd. |
| ✓ National Transportation Consultants, Inc. | ✓ Federal Motor Carrier Safety Administration, US DOT |
| ✓ EVO Transportation & Energy Services, Inc. | ✓ Commscope, Inc. |
| ✓ Robert Neff & Sons, Inc. | ✓ Microsoft Corporation |
| ✓ Ursa Logistics, Inc. | ✓ Alphabet, Inc. |
| ✓ Area Storage and Transfer, Inc. | ✓ Meta Platforms, Inc. |
| ✓ Sheehy Mail Contractors, Inc. | ✓ Amazon.com, Inc. |
| ✓ B&B Trucking, Inc. | ✓ Ledcor, Inc. |
| ✓ Beam Bros, Inc. | ✓ SLB, Inc. |
| ✓ Matheson, Inc. | ✓ Vontier Corporation |
| ✓ Hoovestol, Inc. | ✓ Platform Science Inc. |
| ✓ Sysco Corporation | ✓ Alamon, Inc. |
| | ✓ R+L Carriers, Inc. |
| | ✓ FedEx Corporation |

Experience:

- ✓ Rockwell Technology, Inc. Owner. October 1, 2007 – Present. Truck technology consultant and provider specializing in transportation management systems and telematics. Rockwell works with private fleets, for-hire truck fleets, attorneys, other consultants, reporters, elected officials, and government agencies.
- ✓ North American Dispatch Systems, LLC, dba LoadTrek Software. General Manager and VP/Sales. July 1, 2016 – July 31, 2020. LoadTrek provides TMS and telematics to specialized fleets in the postal and parcel sectors.
 - Responsible for sales, training, and support of the LoadTrek TMS, which includes dispatch software and ELD.
- ✓ Tripmaster Corporation. Senior Vice President. July 1, 1994 – October 1, 2007. Rockwell Tripmaster invented Onboard Computers for trucks in 1978. Commercial deployment started in 1982. Tripmaster provided systems for most of the US Fortune 500 companies who had private fleets. Rockwell sold the Tripmaster business to management in 2000, and the business was sold to MiX Telematics in 2006.
 - Held all major non-financial roles within company including help desk, training and onboarding, systems design, testing and rollout, sales, and general manager.
 - Developed the ELD regulation as a member of the American Trucking Association's Technology and Maintenance Council advising FMCSA.
 - Four patents with involvement or interests regarding; System for accurately determining the mileage traveled by a vehicle within a state without human intervention, System for monitoring vehicle efficiency and vehicle and driver performance, Satellite communication and truck driver bonus notification and awards system, Remote vehicle communications system and method.
- ✓ Chemical Express Carriers Inc. Terminal Manager. January 1, 1990 – July 1, 1994. Terminal manager. CX was a regional dry bulk and liquid tank carrier with operations from New Mexico east to South Carolina.
 - Projects manager that led the rollout of the Rockwell Tripmaster onboard computer – the first large scale AOBDR implementation.
 - Terminal manager, Amarillo TX and Tyler TX.
- ✓ Herman Brothers Inc. (now known as TransWood, Inc). January 1, 1988 – January 1, 1990. Operations Manager. TransWood is a nation wide dry bulk and liquid tank carrier.
 - Dispatched and managed remote terminals in WI, NV, and UT.
- ✓ Ellsworth Freight Lines, Inc. January 1, 1987 – December 31, 1988. Transcontinental refrigerated transport.
 - Owner Operator leased to Ellsworth.

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Memberships and Appointments.

- ✓ United States Coast Guard Auxiliary. June 1, 1995 – Present. Flotilla Commander, Vice Flotilla Commander, Flotilla Staff Officer for Operations, Public Education, and Member Training.
- ✓ Texas Parks and Wildlife Department. May 15, 1996 – Present. Area Chief Boater Education Instructor.
- ✓ United States Selective Service System. June 1, 2003 – Present. Board Member.

Educational Background:

- ✓ Iowa Western Community College. AA/AS Business Management. 1986.
- ✓ United States Coast Guard. Boat crew, boat coxswain, Master Instructor, FEMA ICS series including 100, 200, 300, 700, 800. June 1, 1995 – present.