

Executive Leadership Overview

As the Chief Executive Officer of JAK Logistics LLC, I believe leadership is about more than managing people or setting goals — it's about driving a vision forward with integrity, accountability, and purpose. Every mile we cover, every load we deliver, and every driver we support reflects the values and standards we set at the top.

My role as CEO is to align our operational excellence with strategic foresight. In this industry, things move quickly — from market fluctuations to regulatory changes — and it's my responsibility to ensure that our company not only reacts but also anticipates and adapts. That means staying engaged with every function of our business: dispatch, maintenance, compliance, finance, and — most importantly — our drivers.

Leadership in trucking is boots-on-the-ground and data-on-the-screen. I combine a firsthand understanding of the road with a firm grasp of our key performance indicators: cost per mile, driver turnover, CSA scores, and profitability. These aren't just numbers — they are signals that inform our culture, service quality, and sustainability.

I am committed to building a company culture that values safety, loyalty, and continuous improvement. That means investing in technologies like TMS, ELDs, and telematics, but also in people — with training, recognition, and the belief that every team member plays a crucial role in our success.

As we grow, I lead with three guiding principles:

1. **Vision with Discipline** – Every growth opportunity must align with our long-term roadmap.
2. **People before Profits** – Our team's well-being ensures our service excellence.
3. **Consistency and Compliance** – We win through standards, not shortcuts.

This manual isn't just a set of procedures — it's a blueprint for leadership accountability at all levels. I expect our team to lead with ownership, make decisions backed by data, and uphold our commitments to customers and regulators alike.

We're not just moving freight — we're moving the company forward. Every safe delivery, every satisfied client, and every mile driven profitably is a reflection of strong leadership, and I hold myself to that standard every day.

Richard Pinkney
Founder/Chief Executive Officer
JAK Logistics LLC
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