



**Keeping up with
Transportation's Digital & AI
Transformation**

**American Home Furnishings Alliance (AHFA) Logistics
Conference**

6/18/2024

Moderator

Jim Stetz

VP Dedicated Contract Carriage
NationaLease



Jim joined NationaLease in January 2022 where he currently is Vice-President, Dedicated Contract Carriage.

NationaLease is the largest full-service truck leasing company in North America. In addition, the company does contract maintenance, vehicle rental, used truck remarketing, and dedicated fleet logistics. NationaLease provides customized solutions for all transportation requirements.

Jim has nearly 40 years experience in all facets of supply chain, logistics, and transportation.

He is a graduate of the University of Akron and serves as Treasurer to the CSCMP Charlotte Roundtable.

Panelist

Ken Evans

Founder & CEO of Konexial



Ken is a longtime Supply Chain executive with broad experience and expertise in various aspects of supply chain design, purchasing, and execution. Ken serves as Founder, CEO, and CTO of Konexial of Knoxville, TN.

Konexial provides in-cab technology and telematics to fleets, such as ELDs, cameras + camera integration, high-tech trailer securement devices, trailer-tracking, fuel discounts, load-boards, and telemedicine for drivers. Konexial creates value at the intersection of art and technology, with simplicity being the greatest form of innovation.

Ken also has expertise in Edge computing, bringing this technology to fleets and shippers for Live Supply Chain.

Ken is a graduate of the Haslam College of Business at the University of Tennessee.

Panelist

Jake Hoffman

Chief Technology Officer, Gnosis Freight



Jake Hoffman is the Chief Technology Officer of Gnosis Freight, a logistics tech company focused on the lifecycle of a shipping container as it moves around the world. He has led the engineering team since the company's inception in 2017, bringing a deep understanding of technology and trends in the industry to bear in driving the company's technical strategy.

Panelist

Mike Lesso

VP Distribution Centers & Logistics
American Freight Company



Mike Lesso is Vice President Supply Chain for American Freight Company, a furniture and appliance retailer headquartered in Columbus, OH., with 375 locations in 42 states. Lesso was previously a region director for six years and then divisional vice president for two years for Sears Outlet Stores, which combined with American Freight in 2020. He also was a regional director of stores for Sears Corp. for 16 years.

6/18/2024

Panel Discussion



Panelists:



Mike Lesso
VP DC's & Logistics
American Freight

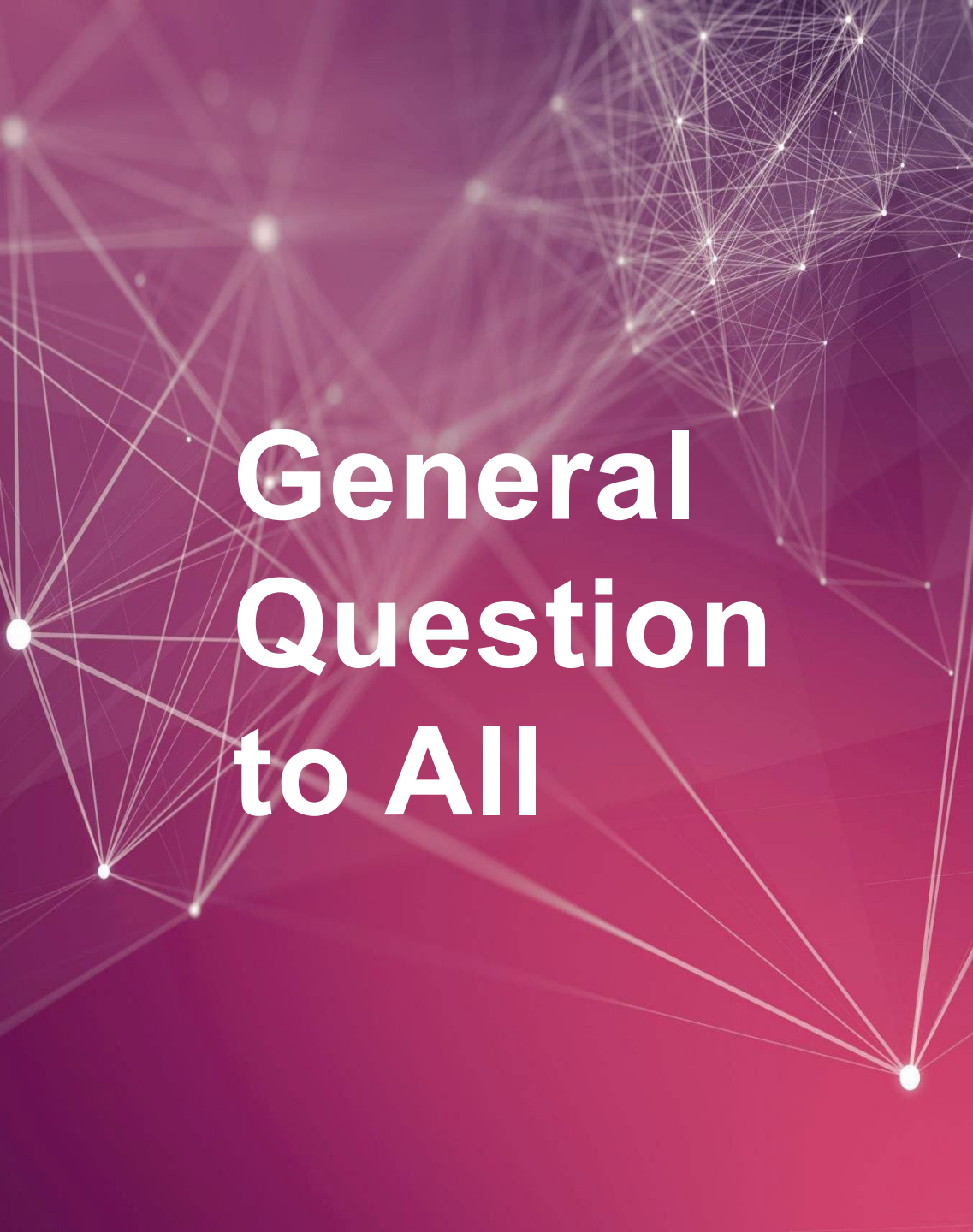


Jake Hoffman
CTO
Gnosis Freight



Ken Evans
Founder/CEO
Konexial





General Question to All

1.

What do you see as the biggest technological innovations impacting the trucking industry right now?



**Jake
Hoffman**

2.

How is AI and machine learning being applied to the trucking industry today?



**Mike
Lesso**

3.

TMS has become a bit of an overused term of late, with it being used to describe shipper-focused systems, carrier-focused systems, and even broker-focused system. What is your definition of a TMS?

Is there an area of the supply chain it fits best?



**Ken
Evans**

4.

Beyond ELDs, (Electronic Logging Devices) what other truck technologies are emerging for fleet management and optimization?



**Jake
Hoffman**

5.

What opportunities exist for AI to automate or enhance existing processes like routing, load matching, predictive maintenance, etc?



**Mike
Lesso**

6.

What are some key benefits a company can achieve by implementing a TMS? How can it help improve logistics operations and cut costs?



**Ken
Evans**

7.

Has the use of ELDs acted as a motivation for companies to include more truck telemetry data?



**Jake
Hoffman**

8.

What are some key challenges in developing reliable AI systems for the nuances of trucking operations?



**Ken
Evans**

9.

Do ELD's improve truck driver safety by preventing fatigue and hours violations? What evidence is there?



All

10.

Are there additional technological, political, environmental, or social challenges we haven't talked about facing trucking companies today? What lasting effects and trends do you see coming from them?

Thank you to all our panelists & audience for your participation today

**TODAY'S
PANELISTS**

KONEXIAL

 **American Freight**
APPLIANCES & FURNITURE

 **GNOSIS**
FREIGHT