

Lijun Ji Lyda

Graduated from the Kenan-Flagler Business School at the University of North Carolina - Chapel Hill in 2007. She began her career as an investment advisor at Prudential. In 2008, she joined TIAA as a financial consultant. Over the next three years, she became the territory manager in the SE region and was responsible for \$100M target growth between institutional and retail client asset growth. In 2011, her husband Tate Lyda started Alliance Driveaway Solutions Inc., a full service driveaway company for the heavy truck market.

Lijun joined Alliance in 2012 as the Chief Executive Officer. Through her tenure in the trucking industry, Lijun has recognized the benefit for industry organizations and most notably the Used Truck Association to create additional synergy between dealers, wholesalers and vendors. The platform of connecting all members with the common goal is the ultimate result for the industry's success.

Through her involvement with the UTA conventions in the past, Lijun has recognized an increase of the international presence. She would like to contribute her network abilities to enhance further international membership and build more awareness of the UTA globally.