

Laura Marrocco Bio  
Non-OEM Dealer

I have been with Trans Advantage, the equipment sales and leasing/finance arm of UniGroup, Inc, for 21 years. I started out in documentation and titling and then moved over to a sales assistant position. In 2001, I joined our asset management team coordinating the new straight truck purchases and assisting with the purchase of new and used tractors and reconditioning of used equipment.

In September 2015, I was promoted to a new position of Heavy Duty Equipment Specialist. My responsibilities include purchasing new and used tractors and trailers, the reconditioning of used equipment, assessing used truck trades and determining the best method of disposing our repossessed assets. In this position, I am fortunate to be able to work with many people in the used truck industry as a buyer and a seller.

Shortly after stepping into this role, I joined the UTA. I'm always looking to gain knowledge and expand my network of used truck professionals. I appreciate the many opportunities the UTA provides its members to grow in their careers.

I think about the UTA Code of Ethics in my daily routine and was recently sent a nice email by a service vendor of ours when I corrected an error on our end. He said, "Your honesty and integrity for the right thing, when you didn't have to offer the additional information that was found, says a lot about your character and how you represent Trans Advantage and that is extremely commendable." Getting a compliment like that from an industry professional is very rewarding especially since I do my best to uphold that code.

My husband, Tony, and I live near St. Louis, MO, and have been married for 35 years. We have 2 children and 6 grandchildren. When not spending time with family, our hobbies include fishing, target practice and motorcycle riding. I'm also involved in training and showing my German shepherd puppy, Ruger.

Thank you very much for the nomination. It's a great honor to be nominated among all the other UTA members. I hope to meet many more of you in Orlando this year.

Best regards,  
Laura Marrocco