

Rocky Carden

Rocky started his career in the trucking industry during the summer of 2005 as a Diesel Technician for Prime Inc. After just two short years he was one of the top technicians at Prime by going above and beyond in all aspects of the job, even if it meant staying until 2 am to get a truck fixed so the driver didn't miss out on a high paying load. Not long after that Prime acquired the company TRL in Pittston Pa, where Rocky was sent to introduce the Prime culture and customer service aspects that were expected in all of their shops. After he successfully completed that task, he headed to Altus, Oklahoma to help with another acquisition, a small flatbed company. In 2010 Rocky made it back to Prime's headquarters in Springfield Mo, where he was presented an opportunity to become the used truck manager which he gladly accepted. In his first year of selling for Prime Rocky moved over 900 trucks. In 2011 he discovered the UTA through Robert Milligan who was a mentor to Rocky and many others. Rocky has thrived at his position, built lifelong relationships and has been selling over 1200 of the Highest Quality trucks in the industry each year and not to mention managing 5 salesmen. His dealership moves over 2200 pieces of equipment a year. He looks forward to growing in the industry and is excited to have been part of one of the best companies in North America for over 14 years. He has also been a member of the UTA for over 9 years. Rocky has been happily married to his lovely Wife Kristine Carden for 4 years and also has an 8 year old son Derrek Ford and a 4 year old son Hayden Diesel Carden who continue supporting him during the ups and downs of the trucking industry and life.