

David Wayne

Current Position: Center Manager, SelecTrucks of Memphis (operated by Lonestar Truck Group /TAG Truck Center)

David oversees used truck sales for TAG Truck Center and works closely with Lonestar Truck Group. Combined, the groups cover nine states.

David's duties include coordinating inventory and developing SelecTrucks of Memphis' sales using leading-edge advertising. This includes testing various areas of social media. David's strong used truck operational background has improved both customer experience and dealership profit centers.

David believes that understanding the customer's and dealership's needs is a centerline for guiding the business decisions he makes. "He has improved his customers' purchase experience greatly and his strong leadership skills allowed him to help coordinate TAG Truck Center becoming SelecTrucks Center of Memphis," said Jason Stewart, Vice President of Sales for TAG Truck Center. Jason also said David has improved their social media platform significantly leading to the single website for Lonestar Truck Group/TAG Truck Center (www.tntxtruck.com).

David is a trusted advisor to the partners for TAG Truck Center and Lonestar Truck Group. "David truly understands 'our culture of being customer centric,'" Jason said. "He has truly helped diversify our retail inventory to help us reach various markets."

Following in his dad's footsteps, David stressed listening and learning the industry while buying, repairing, and selling used and new trucks. He also focused on meeting unique customer needs in heavy vocational segments. "David has been a tremendous addition to our team," said Tommy Earl, President of TAG Truck Center. "We are all honored and excited that he has been nominated to join the UTA board."