

DIANA BAIRD

I began my career in transportation with Rand McNally & Company's Transportation Data Management group. I worked with the top truckload and private fleets across the US and Canada (including GSA and Department of Defense) and progressed from telemarketing to General Manager and VP of Industry Affairs. During that time, I completed my MBA from Kellogg School of Management at Northwestern University, held a Board of Directors position with the Interstate Truckload Carriers Association (now, TCA) and served on American Trucking Association's Tax Policy and Highway Policy Committees. I gained a deep and comprehensive understanding of pressures in the movement of goods via truck and rail and the just-in-time challenges in manufacture of goods.

I transitioned away from the transportation industry to accept an opportunity with McGraw-Hill Companies as Vice President of Contractors & Services where I succeeded in accomplishing our stated mission to turn around and improve the profitability of our general and sub-contractor focused field sales groups.

I seized the opportunity to come back to the transportation industry with National Truck Protection and have been with them for 12 years. My role here has included Vice President of Field sales, where I was the leader of our sales team and Vice President/Channel Manager of the combined NTP/P2K dealership channel. In addition to these roles, I spent a year diving back into the challenges of our field sales team and our dealer partners in a front line sales role.

I also keep pace with our industry via membership in Women in Trucking and Northwestern Transportation Center meetings and webinars.

What I have learned is persistence and initiative are the key requirements for building successful networks. The rewards that come with coaching and developing individual contributors across a sales platform, particularly in the transportation industry, are motivating and keep work exciting and engaging. My extensive history in our industry uniquely qualifies me to add value and advance the UTA goals through my experiences and relationships with transportation key players.

When I have free time, I enjoy participating in American Hearing Impaired Hockey Association activities with my husband Joe, spending time with my family and playing golf.