

Bo Johnson – Board Nominee 2021

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Being nominated to be a part of the UTA board is truly one of the proudest moments in my career. I have been serving on the UTA board's advisory committee since 2018, and currently I am the co-chair of the Training and Education Committee. I believe the UTA has a responsibility to its membership to offer services and information that ultimately will help them sell more trucks.

In 2011, I went to work for a used truck dealership in the Memphis, TN, area. At the time, I knew nothing about trucks with the exception of the different brand names. When I started, I was strictly managing the dealership's marketing and advertising efforts. Soon thereafter, I became very interested in trucks and the buying and selling process. I quickly transitioned into the buying side of the business while still overseeing marketing and advertising.

In August of 2017, I accepted the position of Used Truck Marketing and Sales Manager for Kenworth Truck Company. It was and still is, a true honor to represent the best brand in the industry, and work with Kenworth's amazing dealer network on programs such as The Kenworth Certified Pre-Owned Program. In my time as part of the marketing team at Kenworth, we have launched two new heavy-duty models, the W990 and the Next Gen T680 as well as a complete new lineup of Medium Duty Trucks.

My first UTA convention to attend was the 2017 convention in Las Vegas, and it was there I first experienced the people and relationships that make this industry truly unique. I wanted to become more involved immediately and sought out members who had been involved for many years for advice on ways to become more involved. I became a member of the Development Committee in early 2018 and was asked to join the advisory committee in late 2018 as an OEM representative.

My wife (Jules) and I live in Tupelo, MS, and are the proud parents of three wonderful dogs—Jack, Otis, and Grover. Our favorite thing to do is travel and we especially love visiting warm tropical climates. When I am not working I enjoy riding my road bike and have begun dabbling in triathlons. I look forward to the opportunity to serve the UTA Membership as a member of its board and would be happy to answer any questions anyone may have. I can be reached at bo.johnson@paccar.com or 901-562-5006.

