

Rocky Carden – Board Nominee 2021

Rocky Carden 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 2:00 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, OK, 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.



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 — not to mention managing five salesmen. His dealership moves over 2,200 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 16 years.

In 2011 he discovered the Used Truck Association through Robert Milligan, who was a mentor to Rocky and many others. He has been a member of the UTA for over 10 years.

Rocky also fishes the Joe Bass team trail and has qualified for the Bassmaster team championship. He has been happily married to his lovely wife, Kristine Carden, for 7 years and also has a 10-year-old son, Derrek Ford, and a 5-year-old son, Hayden Diesel Carden, who continue to support him during the ups and downs of the trucking industry and life.