



## CVTA BOARD OF DIRECTORS 2023 Applicant Statement

Name of Applicant:     Matt Beach    

Name of Member Organization:     Conversion Agency    

Membership Class (School, Carrier, or Associate):     Associate    

### Applicant History

1. How many years of experience do you have in the vocational education field?

I would count my time as being **10 yrs.** That includes my carrier time hiring 2000 students a year working with several great schools. I've been part of the CVTA as a member and assisting other carriers and schools with industry assistance, recruiting, and relationship building.

2. List all CVTA activities in which you participated and committees on which served.

- Multiple Hill Day
- CVTA Conf
- ELDT
- Carrier Board Member (very short stay due to relocating to a startup/trucking marketing company)
- Membership

3. List other trade association experience (e.g., state trucking associations).

- NAPFTDS, Recruit and Retain Recruiting Conf, TCA, ATA, NextGen of Trucking, MATS

### Statement of Goals and Objectives

In a few paragraphs, please state your reason(s) for joining CVTA; your reason(s) for wanting to serve on the CVTA Board of Directors; your vision for the future direction of CVTA, and the reason(s) that you believe that you can help CVTA realize that vision:

The CVTA is one of the top truck driving school organizations that I've worked with. The relationships run deep and there is a strong passion for increasing the professional driver population for the trucking industry within all CVTA members. I would love to see CVTA grow in all aspects from new clients ( schools, clients, vendors ) and media reach. These are all areas that myself and organizations that I'm currently working with have excelled in or have extensive knowledge. Areas I feel would definitely help CVTA toss out a wider net for any potential growth areas. Past and current positions.

Covenant Transport - 2014 to 2019 (VP / Director of Recruiting)

SeatMyTrucks - 2019 - 2020 (VP of Sales)

Conversion / Ten4 Recruiting - 2020 - 2023 (President)