



SHELLEY SIMPSON

EVP; CHIEF COMMERCIAL OFFICER; PRESIDENT, HIGHWAY SERVICES

Shelley Simpson is Executive Vice President and Chief Commercial Officer of J.B. Hunt Transport Services, Inc. She is also President of Highway Services.



Shelley's 26-year career at J.B. Hunt reflects the company's continued progression as an innovative leader in the transportation and logistics industry. Since joining J.B. Hunt as an hourly customer service representative, she has held multiple senior-level positions for business segments across the company. In 2007, Shelley was named President of Integrated Capacity Solutions, a business unit she helped create. While continuing to develop ICS, Shelley assumed sales and marketing executive responsibilities in 2011 and was appointed Chief Marketing Officer. She took on additional leadership in 2014 as President of J.B. Hunt's Truckload business segment, helping improve the efficiency of the company's fleet, and then again in 2016 when she began leading customer experience, continuing to innovate and expand the overall experience for every customer.

Shelley's leadership role evolved to encompass the commercialization of technology; in 2017, she was named Chief Commercial Officer and leads the strategic direction of marketing, sales, customer experience, and external product development, including J.B. Hunt 360, the company's technology platform for freight matching and operational efficiency. To support the company's ability to provide comprehensive solutions, J.B. Hunt combined the management of Truckload and ICS services that same year by creating Highway Services, of which she was named President and continues to oversee.

Listed as number 346 on the Fortune 500 List, the company has received numerous recognitions to include: being named one of *America's Best Employers* by Forbes, *Top 75 Green Supply Chain Partner* by Inbound Logistics, *Military Friendly Employer* by VIQTORY; ranked 4th on the following lists: *FreightWaves FreightTech25*, *Transport Topics Top 100 Largest For-Hire Carriers*, and *Transport Topics Top 50 Logistics Companies*, along with many more.

Whether leading by example or through active participation, Shelley is devoted to promoting the advancement of women and diversity at J.B. Hunt, in the transportation and logistics industry, and within her community. She pioneered three of our five employee resource groups – Growing and Retaining Outstanding Women (GROW), Latinos Engaging, Advancing, and Developing (LEAD), and Plus+ (LGBTQIA+) – one of which she is the executive sponsor for (Plus+). Shelley serves on the board for multiple organizations, including the Mercy Health Foundation and the Dean's Executive Advisory Board for the Sam M. Walton College of Business at the University of Arkansas; she is also on the selection committee for the Arkansas Business Hall of Fame, as well as the DSA Selection Committee for the Council of Supply Chain Management Professionals. In 2016, she received the Distinguished Woman of the Year award by Women In Trucking and was named 2017 ATHENA Woman of the Year at the NWA Business Women's Conference. This year, she received the Power50 Award by the National Diversity Council and was named a 2020 Top Influencer by Arkansas Money & Politics.

Originally from Russellville, Shelley graduated from the University of Arkansas with a bachelor's degree in marketing. She lives in Rogers with her husband David and their three children.

