The *Meet the CEO Series* continued on November 13 and featured a conversation with Reggie Dupre’, CEO of Dupre’ Logistics LLC headquartered in Lafayette, LA. The family owned company operates more than 500 trucks and employs over 1,000 professional drivers in its fleet. Currently, the company serves all of the contiguous 48 states and parts of Canada and Mexico. Dr. Dupre’ is also a UL alumnus, having graduated in 1973 with a BS degree in management.

The meeting included comments on a variety of business topics related to management, organizational culture, human resources, sales, and technology. Important ideas from the meeting:

- Dr. Dupre’ outlined the company vision: (1) to be the safest transportation and logistics company; (2) to be customer focused so that they can help clients with support in the supply chain (logistics is under-appreciated in the supply chain); (3) to be the ideal place to work; and (4) to grow by 20% each year.
- When discussing the keys to his success, Dupre’ mentioned the importance of preparation and support; being able to identify what the customer wants and then delivering it to them; and the value of having high quality employees.
- On the topic of challenges, Reggie discussed that the company had grown 60% over the last three years. This has created issues relative to being able to scale processes and operations to keep up with the company growth. He also discussed the changes in the workforce, noting that the company has seen an increase in immigrant workers from around the world and very few women drivers. Such a diverse culture in the workforce can sometimes be hard to supervise.
- Dupre’ also discussed the concept of “servant leadership” and how this important management principle has framed his management style. He explained the truck driver culture noting that they are smart, concrete thinkers but skeptical when promises are made. He works to convey to all of the drivers that their work in this customer driven business is very significant and provides the resources for them to deliver high quality service to their clients. He also allows opportunities for employee input into the decision-making process.
- Finally, when asked about the challenges in recruiting good people to work for the company, Dupre’ said the following factors have helped the company be successful: a focused company vision, forward thinking employees and executives, a good employee screening process, and the patience to wait for the right people to join their team of drivers.