

Joel Beal

PO Box 122346; Arlington TX USA 76012 | 817-438-0098 (office); 817-480-0926 (mobile)

JoelBeal@JBATelematics.com | www.JBATelematics.com

Transportation technology executive, fleet compliance specialist, and expert witness with more than 35 years of experience in commercial motor vehicle operations, ELDs, telematics, transportation management systems, driver compliance, vehicle diagnostics, and fleet safety technologies. Assisted hundreds of private and for-hire fleets with FMCSA compliance, hours-of-service programs, electronic logging device implementation, telematics deployment, dispatch operations, and regulatory audits. Extensive experience supporting attorneys, government agencies, fleet operators, and technology providers in litigation, investigations, arbitration, and compliance matters.

Key Areas of Expertise:

- ✓ FMCSA Regulations and Compliance
- ✓ Electronic Logging Devices (ELDs)
- ✓ AOBRD and Hours-of-Service Systems
- ✓ Fleet Telematics and Vehicle Tracking
- ✓ Transportation Management Systems (TMS)
- ✓ Driver Records of Duty Status (RODS)
- ✓ Fleet Safety Programs
- ✓ Driver Monitoring Technologies
- ✓ Dispatch Operations
- ✓ Vehicle Data Recorders
- ✓ ECM and Vehicle Electronics
- ✓ Fleet Maintenance Compliance
- ✓ DOT Audits and Investigations
- ✓ Accident Reconstruction Support
- ✓ Regulatory Compliance Programs
- ✓ Software Design, Testing, Implementation, and Training

Clients – 2018 to current

- ✓ MiX Telematics North America, Inc.
- ✓ Samsara Inc.
- ✓ Fleetilla, Inc.
- ✓ North American Dispatch Systems, LLC
- ✓ Dennis McGee and Associates, LLC
- ✓ National Transportation Consultants, Inc.
- ✓ EVO Transportation & Energy Services, Inc.
- ✓ Robert Neff & Sons, Inc.
- ✓ Ursa Logistics, Inc.
- ✓ Area Storage and Transfer, Inc.
- ✓ Sheehy Mail Contractors, Inc.
- ✓ B&B Trucking, Inc.
- ✓ Beam Bros, Inc.
- ✓ Matheson, Inc.
- ✓ Hoovestol, Inc.
- ✓ Sysco Corporation
- ✓ ExxonMobil Corporation
- ✓ Chevron Corporation
- ✓ US Foods Holding Corporation
- ✓ Petco Inc.
- ✓ Calfrac Well Services, Ltd.
- ✓ Federal Motor Carrier Safety Administration, US DOT
- ✓ Commscope, Inc.
- ✓ Microsoft Corporation
- ✓ Alphabet, Inc.
- ✓ Meta Platforms, Inc.
- ✓ Amazon.com, Inc.
- ✓ Ledcor, Inc.
- ✓ SLB, Inc.
- ✓ Vontier Corporation
- ✓ Platform Science Inc.
- ✓ Alamon, Inc.
- ✓ R+L Carriers, Inc.
- ✓ FedEx Corporation

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Software Development Participation:

Participated in requirements development, testing, validation, implementation, deployment, and customer support of transportation management systems, onboard computers, telematics systems, dispatch software, and electronic logging systems.

Worked directly with software developers, fleet operators, and regulatory stakeholders to design practical fleet management and compliance solutions.

Assisted with product rollouts, user acceptance testing, customer onboarding, training programs, and operational support.

Safety and Compliance Experience:

- ✓ FMCSA Hours-of-Service regulations
- ✓ ELD regulations
- ✓ AOB RD regulations
- ✓ Driver qualification programs
- ✓ Supporting document requirements
- ✓ Fleet audit preparation
- ✓ Driver log analysis
- ✓ Electronic record retention
- ✓ Fleet safety technology implementation
- ✓ DOT compliance programs
- ✓ State and provincial regulatory requirements
- ✓ Canadian ELD requirements
- ✓ Fleet operational audits

Expert Witness Experience:

- ✓ Transportation Management Systems (TMS)
- ✓ Electronic Logging Devices (ELDs)
- ✓ Hours-of-Service Compliance
- ✓ Fleet Telematics
- ✓ Vehicle Tracking Systems
- ✓ Commercial Vehicle Electronics
- ✓ Driver Logs and Records of Duty Status (RODS)
- ✓ Fleet Safety Technologies
- ✓ Transportation Software Systems
- ✓ Software Development Lifecycle and Testing
- ✓ Fleet Dispatch Operations
- ✓ Regulatory Compliance Programs
- ✓ Commercial Vehicle Data Systems
- ✓ Onboard Computer Systems
- ✓ Transportation Technology Patents and Intellectual Property
- ✓ Patent Prior Art and Technology Analysis
- ✓ Technology Commercialization and Product Development

Experience:

- ✓ Rockwell Technology, Inc. Owner. October 1, 2007 – Present. Truck technology consultant and provider specializing in transportation management systems and telematics. Rockwell works with private fleets, for-hire truck fleets, attorneys, other consultants, reporters, elected officials, and government agencies.
- ✓ North American Dispatch Systems, LLC, dba LoadTrek Software. General Manager and VP/Sales. July 1, 2016 – July 31, 2020. LoadTrek provides TMS and telematics to specialized fleets in the postal and parcel sectors. Executive responsible for implementation, training, support, compliance consulting, and customer success for a transportation management system serving specialized postal and parcel fleets. Assisted fleets with dispatch operations, ELD deployment, hours-of-service compliance, driver training, workflow design, regulatory reporting, and fleet management best practices.

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- ✓ Tripmaster Corporation. Senior Vice President. July 1, 1994 – October 1, 2007. Rockwell Tripmaster invented Onboard Computers for trucks in 1978. Commercial deployment started in 1982. Tripmaster provided systems for most of the US Fortune 500 companies who had private fleets. Rockwell sold the Tripmaster business to management in 2000, and the business was sold to MiX Telematics in 2006 and is now known as PowerFleet. Held leadership roles in product design, implementation, training, technical support, regulatory compliance, sales, and operations for one of North America's earliest and most widely deployed commercial vehicle telematics systems. Worked directly with private fleets, truckload carriers, LTL carriers, government fleets, and Fortune 500 companies implementing onboard computers, vehicle communications systems, electronic driver logs, dispatch software, and fleet performance monitoring systems.
- ✓ Chemical Express Carriers Inc. Terminal Manager. January 1, 1990 – July 1, 1994. Terminal manager. CX was a regional dry bulk and liquid tank carrier with operations from New Mexico east to South Carolina. Projects manager that led the rollout of the Rockwell Tripmaster onboard computer – the first large scale AOBRD implementation. Terminal manager, Amarillo TX and Tyler TX.
- ✓ Herman Brothers Inc. (now known as TransWood, Inc). January 1, 1988 – January 1, 1990. Operations Manager. TransWood is a nation wide dry bulk and liquid tank carrier. Dispatched and managed remote terminals in WI, NV, and UT.
- ✓ Ellsworth Freight Lines, Inc. January 1, 1987 – December 31, 1988. Transcontinental refrigerated transport. Owner Operator leased to Ellsworth.

Memberships and Appointments:

- ✓ United States Coast Guard Auxiliary. June 1, 1995 – Present. Flotilla Commander, Vice Flotilla Commander, Flotilla Staff Officer for Operations, Public Education, and Member Training.
- ✓ Texas Parks and Wildlife Department. May 15, 1996 – Present. Area Chief Boater Education Instructor.
- ✓ United States Selective Service System. June 1, 2003 – Present. Board Member.

Educational Background:

- ✓ Iowa Western Community College. AA/AS Business Management. 1986.
- ✓ United States Coast Guard. Boat crew, boat coxswain, Master Instructor, FEMA ICS series including 100, 200, 300, 700, 800. June 1, 1995 – present.