

A case for supplier diversity in trucking

Jennifer Wong, Head of Sustainability at Convoy



The Most Efficient Digital Freight Network

CONVOY





**TRANSPORT THE
WORLD WITH
ENDLESS CAPACITY
AND ZERO WASTE**



Convoy started the movement in efficient freight

We're solving the toughest problems of waste and inefficiency in the trucking industry by using technology and data to optimize how thousands of truckloads move around the country each day via our Digital Freight Network

Saving money and time for shippers

Increasing earnings and reducing hassle for drivers

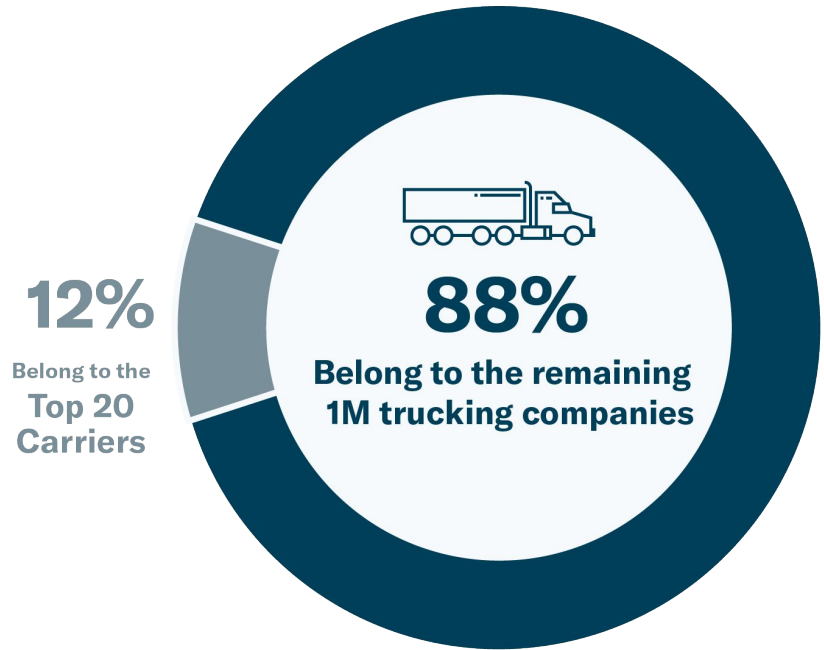
And eliminating carbon waste for our planet

Trucking by the numbers



**3 million trucks
in the U.S.**

Highly fragmented
across small trucking
companies

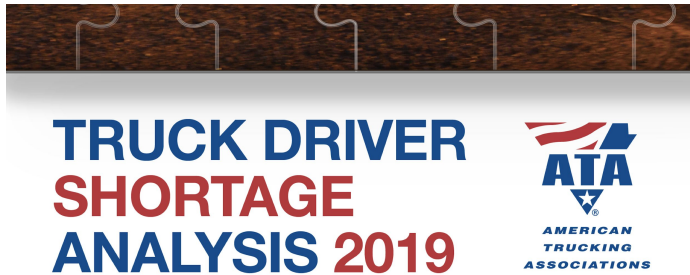


Diversity in trucking



Over **1 million**
carriers with **3**
million drivers

Diversity in trucking



According to a recent American Trucking Associations [driver-shortage analysis](#), 40.4% of truck drivers were minorities in 2018, an increase of 13.8% from 26.6% five years earlier.

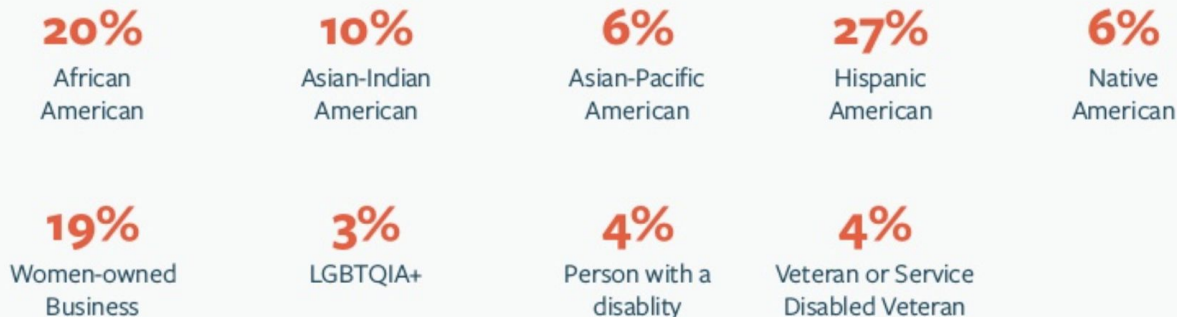
This increase is driven by an expanding industry and retirements.

In the same report, 6.6% of drivers identify as female, an increase of only 2% from two decades earlier.

Diversity in trucking



Based on the findings on our [Sustainability Snapshot Report](#), the trucking industry has seen a shift towards broader demographic representation in recent years with 64% of carriers reporting that they are at least 51% owned by a member of a diverse group.



Why is supplier diversity important?



Customers are increasingly expecting diversity

1

Diverse suppliers have higher service levels

2

Growing Profits and Economic Impact

3

Driving Innovation

4

Why is supplier diversity important?



1

Customers are increasingly expecting diversity

Simply put, your customer base is diverse, so your business needs to be diverse as well. Partnerships with diverse suppliers will give your business a competitive advantage when facing changing customer demographics.

Why is supplier diversity important?



2

Diverse suppliers often have higher service levels

Similarly, because most diverse suppliers are small businesses, they are usually able to offer greater flexibility, better customer focus and lower cost structures than larger businesses. Smaller, diverse suppliers are less likely to be tied down by restrictive policy, red-tape or innovation-stifling bureaucracy.

Why is supplier diversity important?



3

Growing Profits and Economic Impact

An increasingly diverse global population means that not only are minority audiences becoming a larger target for companies, but minority-run businesses are comprising a larger portion of the small business sector.

Why is supplier diversity important?



4

Driving Innovation

By working to keep up with larger business demands and a growing minority market, diverse suppliers provide the unique opportunity to produce new products and solutions to overcome competition. Their typically smaller size can provide the advantage of being able to adapt more quickly to market changes and business fluctuations. This all makes diversely-owned businesses prime candidates for strategic relationships with larger companies.

What is a supplier diversity program?



A **Supplier Diversity Program**

is a strategy that ensures a diverse supplier base in the procurement of goods and services for any business or organization.



Minority Owned Businesses



Veteran and Service-Disabled Veteran Owned Businesses



Women Owned Businesses



LGBTQ+ Owned Businesses



People with Disabilities Owned Businesses

Requirements to be a diverse certified carrier



In order to be eligible for a diverse certification, your business has to be at least **51% owned, operated, and controlled by a person of a diverse background** listed previously above (Minority, Women, Veteran, Person with a Disability, LGBTQ+, Small Business, etc.). **That person also has to be a U.S. citizen.**

Requirements to be a diverse certified carrier



If a carrier fits in the qualified criteria, then the carrier will go through a certification process by a 3rd party agency to confirm eligibility for the diverse certificate. The 3rd Party agencies that a carrier can get certified through are as follows but not limited to:



[Women's Business Enterprises
National Council](#)



[National Minority Supplier
Development Council](#)



[National Veteran-Owned
Business Association](#)



[Small Business
Administration](#)



[National Gay & Lesbian Chamber
of Commerce](#)



[Disability:IN](#)

Convoy's Supplier Diversity Program



As a small business owner, I look for every opportunity to access freight. When Convoy reached out about their supplier diversity program, I was astounded that there was a certification that could grant me exclusive access to their freight. As a female veteran, this program has the potential to help my company earn more with less hassle.”

Charmaria Gurley,
Owner of Gurley All Freight

A conversation with

Charmaria Gurley,

Owner at Gurley All Freight



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