

Don Ake
Vice President, Commercial Vehicles

Don is Vice President, Commercial Vehicles at FTR. Don has more than 20 years of experience in the transportation industry, including 16 years with industry supplier Hendrickson International. Don has a very strong forecasting and market analysis background. While at Hendrickson Don developed forecasting models, methods and processes to accurately forecast Truck and Trailer builds and product demand. Don wrote an industry economic newsletter and gained a reputation as a top industry analyst. His industry supplier background provides a "customer perspective" now that he is with FTR.

Don is responsible for forecasting class 8 truck and trailer demand. He will also provide analysis and commentary on the commercial equipment industry and the economy. Don has taught economics courses at Indiana Wesleyan University (Cleveland, Ohio campus) and master's level marketing courses at both Indiana Wesleyan and Walsh University. He has also been a frequent guest lecturer at the University of Akron. From 2009-2013, Don wrote an economic blog, Model T Stock Trends, which gained a worldwide readership.

Don has a BSBA. and an MBA in Marketing from the University of Akron. He resides in North Canton, Ohio, with his wife Dawn. He writes a humor blog and plays tennis in his spare time.