

Brad Pinchuk, CEO/ Owner:

An entrepreneur and leader at heart, Brad knew that he wanted to own and operate a business from a very young age. Growing up, he was often earned leadership roles on sports teams, clubs, and in the workplace. In college earned an ROTC scholarship while excelling academically and on the football field and met his wife Jillayne. Upon graduation Brad proudly served as an Active Duty Engineer Officer in the U.S. Army. Much of his four-year stint was spent overseas where he successfully led groups of 30 to 150 soldiers and earned numerous awards, medals and promotions. After giving strong consideration to making the Army a career Brad's entrepreneur spirit pulled him into corporate America.

After receiving several offers from some excellent organizations, Brad decided to accept an offer from a relatively small, refrigerated trucking company based on central Wisconsin. He felt that this company would provide him with a wide exposure to their business that would prepare him to eventually run his own company. He was able to learn the business from the ground up in various operational roles working directly with customers and drivers and eventually managing the operations team. He and his team enjoyed a lot of success organically growing their existing accounts. The company was eventually sold, and Brad decided he was ready for his next move.

He landed at a sister company to Hirschbach in 1999 as their President. The company was a turnaround situation and within 18 months the company regained profitability and was moving the right direction. The owner asked Brad to do the same to another one of his trucking companies (Hirschbach) along with a 5% equity stake. The two companies were merged under the Hirschbach banner, and the combined organization continued to make steady improvements. In 2013 Brad struck a deal to increase his ownership up to 50% and today owns 90% of the organization with the other 10% owned by key members of his management team. Over the last 9 years the company has grown its revenue by over 1200%. Over a 7-year period (2013 – 2020) the company grew organically from \$100m to \$650m. In 2021 the company completed its first major acquisition of Lessor's transportation and in April of 2022 John Christner Trucking (JCT) was acquired. Today, the company generates \$1.2 billion in revenue with a focus on providing a variety of transportation services to the temperature-controlled industry.

His proven leadership is based on his philosophy "All In To Win" which aspires to have everyone who is interacts with Hirschbach to always have a positive/ winning experience. Outside of work, Brad enjoys spending time with his wife, Jillayne, and their three daughters. He also enjoys reading, physical fitness, and cheering for his hometown Chicago based sports teams.