

Truckstop



Joseph Pergola, Chief Financial Officer

An innovative Chief Financial Officer with a 20+ year track record of leadership and improving profitability. Successfully merges strategic, operational, and tactical financial expertise with demonstrated capabilities in business development, capital acquisition, financial planning and analysis, and P&L management. Builds high-performance teams by aligning the finance function with core business segments. Drive for tangible accomplishments is counterbalanced by an equal drive for correctness. Keen to challenge the status quo when necessary. Proven track record driving enhanced revenue across corporate, sales, and marketing finance within the digital media and Ad Tech industries.



Truckstop is a leader in transportation technology and freight matching solutions.

Founded in 1995 as the first load board on the internet, Truckstop offers logistics solutions for transportation professionals through load planning, transportation management, real-time rates, and negotiation tools, as well as the largest industry credit reporting entity helping industry professionals find trusted freight partners.

With Truckstop, brokers can post loads and carriers can search for available loads in real-time. For nearly 30 years, Truckstop has helped carriers and brokers successfully run their businesses and find a better way to move freight.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Automation and AI. Automation: Accounting Software - Floqast, Bill.com, NetSuite, Adaptive Planning. AI influences projections linked to sales data.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Sage Intacct, MS Azure, AWS, Domo

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

7 direct, 58 indirect

WHO DO YOU REPORT TO?

CEO, Kendra Tucker

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$50 to \$150 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Embedding AI into forecasting models links sales data to financial projections, enabling faster and more accurate decision-making. Create a unified financial ecosystem that reduces manual effort while enhancing visibility into performance drivers

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Netsuite, Insurance Partners, AP automation, AR automation, Asset Backed Lenders

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

2026

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$5 to 10 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

AI-enhanced accounting transformation platform that simplifies the close process, streamlines record-to-report operations, and automates various accounting tasks for greater efficiency and accuracy	A
Implementing financial risk discovery platforms that leverages AI-driven insights to help identify anomalies, assess risks, and enhance compliance across comprehensive financial datasets	C
Putting CFOs on the front foot - Driving organizational change through AI	B
AI-driven planning platforms that enhances decision-making, facilitates scenario planning, and connects teams to optimize financial performance and operational efficiency	A
Compliance Cloud platforms that unifies tax compliance and regulatory reporting, enabling businesses to navigate complex global tax environments with ease and accuracy	C
Optimizing cash flow management practices to ensure healthy liquidity and operational stability	B
Developing comprehensive frameworks for risk management to identify and mitigate financial risks effectively	B
Embracing innovative technologies to enhance financial operations and streamline reporting processes	A
Utilizing data-driven insights to inform strategic financial decisions and improve forecasting accuracy	A
Comprehensive spend management platforms that enhances visibility, control, and strategic decision-making across procurement, invoicing, and financial operations to drive efficiency and compliance	D
Advanced robotic process automation technology that streamlines financial operations, enhances efficiency, and enables data-driven decision-making to optimize costs and improve overall performance	A
Unified enterprise finance management platforms that integrate financial and operational data, enabling enhanced strategic decision-making and driving greater organizational efficiency	B