



JUSTIN RAKESTRAW

Founder & CEO

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STRENGTHS

🏆 Strategic Planning

Proven ability to communicate complex ideas and requirements to cross-functional teams resulting in efficient implementation.

★ Problem Solving

Skilled in identifying and resolving product issues and optimizing workflows to enhance user experience and increase efficiency.

★ Data Analysis

Proficient in analyzing data, generating insights, and implementing data-driven strategies resulting in improved product performance.

💎 Leadership expertise

Exceptional leadership with 20 years of success in transportation.

💎 Innovative thinker

Facilitator of innovation in commercial development, driving team success.

💎 Technology-driven

Pioneer in AI integration, enhancing mobility solutions with technology.

💎 Strategic negotiator

Expert in strategic deal-making, securing major contracts for growth.

SUMMARY

A seasoned leader with over 15 years of experience in the transportation industry, specializing in strategic growth, operational excellence, and innovative solutions. Proven track record in securing high-value contracts and driving business expansion. Passionate about leveraging technology to enhance mobility and accessibility.

EXPERIENCE

CEO & Founder

09/2024 - Present

Transit Trends, Inc.

Delaware, United States

Transit Trends transforms transportation management by integrating data and eliminating paper, enabling efficient reporting and focusing on real challenges.

- Developed a Minimum Viable Product (MVP) for a 2025 pilot launch to streamline support staff paratransit functions, reducing reliance on manual processes.
- Established a SaaS platform reducing driver turnover by 15-30% through advanced monitoring and scheduling tools.
- Integrated with existing dispatch systems, cutting manual processes by 20-30% and enhancing decision transparency.
- Built a driver performance model using machine learning for detailed operational assessments.

Vice President of Commercial Development, Transit

11/2022 - 06/2024

Beacon Mobility

Chicago, IL

Beacon Mobility partners in transportation, mainly offering school bus services, with some focus on ADA Paratransit and On-Demand Mobility.

- Led strategic initiatives securing over \$166M in contracts with major transit agencies, demonstrating expertise in product lifecycle management and market expansion.
- Increased demand allocation by a total of 1,400 daily trips through securing three (3) organic-growth contracts.
- Enhanced transit operations through AI-driven strategies and advisory council participation.
- Engaged actively in industry associations to stay abreast of trends, applying best practices to drive innovation within Beacon Mobility.

AFFILIATIONS

- Conference of Minority Transportation Officials (COMTO)

Board of Directors
- American Public Transportation Association (APTA)

Active Member
- TCRP J-11/Task 51: Enhancing Transit Operations with Artificial Intelligence

Panel Member

EDUCATION

- B.S. Marketing

Butler University

2003 - 2007
- Program for Leadership Development

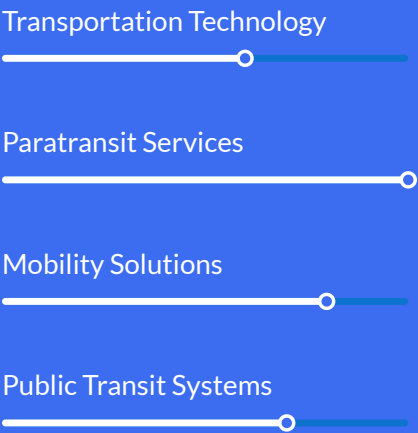
Harvard Business School

2012 - 2013
- Full Stack Developer Course

Northwestern University

09/2024 - Present

INDUSTRY EXPERTISE



EXPERIENCE

Vice President Of Operations

2021 - 2022

SCR Medical Transportation, LLC.

Chicago, United States

In October 2021, after SCR was acquired by Beacon Mobility, I was key in merging our operations with the corporate team. I skillfully navigated challenges with strategic insight, readying our platform for future growth and nurturing a resilient, forward-thinking environment during the transition.

- Improved synergy and collaboration, resulting in a \$3 million efficiency gain in one year, by navigating post-acquisition integration challenges.
- Collaborated with the corporate team to align operations and strategic goals.
- Fostered resilience and innovation through strategic insights despite challenging circumstances.
- Balanced immediate operational needs with long-term strategic advancement goals.

Various Leadership Roles

2007 - 2021

SCR Medical Transportation, Inc.

Chicago, United States

SCR Medical Transportation is a leading provider specializing in paratransit services. They deliver high-quality services tailored to meet the needs of passengers and students with special needs, showcasing a commitment to community service and operational excellence.

- Key player in scaling operations to nearly 500 vehicles, preparing the company for a strategic acquisition by Beacon Mobility.
- Managed day-to-day operations, significantly enhancing service delivery, on-time performance, and customer satisfaction.
- Implemented operational improvements and managed key client relationships, contributing to the company's reputation for excellence.
- Drove business expansion, securing new contracts and partnerships, thereby increasing the company's market share and revenue.

Contract Project Manager

2019 - 2021

SCR Medical Transportation

Chicago, United States

SCR Medical Transportation, Inc. was a top U.S. paratransit provider, renowned for its large fleet and specialized services for passengers with special needs. The company built a strong reputation by delivering reliable, customized transportation solutions nationwide.

- Secured ten-year (10) contract providing ADA Paratransit Services for the City of Chicago, leading proposal submission and start-up activities.
- Led startup despite COVID-19 pandemic, achieving expected revenue, implementing operational enhancements and streamlined management tools.
- Implemented technological upgrades, including the Fleetio FMIS and Samsara Dash Cam and Safety Monitoring Platform in 272 contractor-owned vehicles.

INDUSTRY EXPERTISE

AI and Machine Learning in
Transportation



Regulatory Compliance



Customer Experience Design



ADDITIONAL EXPERIENCE

President

Q Transport

2014 - 2018 Chicago, United States

Q Transport pioneered premium transportation services for seniors and mobility-challenged individuals, meeting significant market demand for specialized transit solutions.

Key Achievements:

- Developed efficient booking and dispatch protocols to integrate 30-50 daily private trips with contracted work
- Built trust with healthcare providers and care facilities, including Ann & Robert H. Lurie Children's Hospital of Chicago
- Successfully expanded the private client base by 50% through strategic partnerships and customer-focused marketing initiatives

EXPERIENCE

VP of Business Process Improvement, SCR
Medical Transportation Inc.

2016 - 2019

SCR Medical Transportation Inc.

Chicago, United
States

Contributed to SCR's rise as a leading paratransit provider. Orchestrated transformative growth by assembling an effective team, formalizing processes, and securing key incumbent contracts.

- Developed Total Performance System (TPS) for managing driver and support staff performance, resulting in progressive operational savings, reaching 20% reduction in liquidated damages, resulting in \$7.5M in annual operational savings.
- Secured major contracts, including a \$126M-\$210M Pace mobility management contract; facilitated the construction of a new call center facility with seating for 150 reservation/ETA agents.
- Transitioned to the TAPTCO training program for vehicle operators in 2016.
- Designed a custom-built Call Center Customer Service Training in conjunction with Avatar Management Services; introduced for the Regional Mobility Management Call Center (RMMCC) Contract for Pace Suburban Bus.

ADDITIONAL SKILLS

Web Development · Database Management · API Integration · User Interface (UI) Design ·

Project Management · Collaborative Teamwork · Presentation Skills · Data Analysis ·

Strategic Planning · Transportation Innovation · Mobility Management ·

Call Center Operations and Customer Service · Fleet Maintenance Information Systems ·

Vehicle Telematics and Safety Monitoring ·

Wheelchair Securement and Passenger Assistance Training