



biography

Kirby McLinn

Director of Analytics

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PROFILE

Kirby McLinn is a director of analytics at KSM Transport Advisors, LLC (KSMTA). Acting as an advisor and educator, he helps clients take a holistic look at their operations to clearly define business segments and identify high and low performing areas. Kirby's knowledge of operational accounting and metrics allows him to ensure that the client's operating assumptions match their operational reality to accurately model expectations and measure results.

Kirby's career in transportation management and consulting includes more than 30 years in managerial and consulting roles. His experience includes the analysis and support of freight network optimization and financial management initiatives in the areas of accounting, budgeting, cash forecasting and management, M&A reviews, and operational and financial evaluations. His involvement managing and participating in multiple TMS conversions and implementations has given him a strong understanding of file layouts, data structure, and coding schemas.

Kirby has developed many tools to translate accounting reality into operational intelligence, many of which are used by carriers and KSMTA today.

EDUCATION

Kirby received a Bachelor of Business Administration degree from the University of Central Oklahoma.