



## CONTACT DAVID

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# biography

## **David Roush** CMC

*President*

### PROFILE

David Roush is president of KSM Transport Advisors, LLC (KSMTA), where his focus includes clients' freight networks, financial management, operational metrics and optimization strategies. He also has experience in providing merger and acquisition (M&A) services to his clients.

David's industry experience spans more than 20 years of real-world analysis and implementation. He developed the tools and business practices utilized in KSMTA's freight network optimization practice while working as a trucking executive and owner. In addition to top-line revenue management and optimization, David has a thorough understanding of the trucking P&L and balance sheet and the functions supporting the various line items.

Prior to joining KSMTA, David served as president and owner of a truckload carrier consulting practice that specialized in helping clients manage and optimize their revenue streams. He is the third generation in his family to have owned and managed a significant trucking company.

### EDUCATION

David received a Bachelor of Arts degree from Vassar College and a master's degree in finance and marketing from Northwestern University's Kellogg School of Management.

David has earned the Certified Management Consultant (CMC) designation by the Institute of Management Consultants. The CMC designation is awarded to those select consultants who have met global standards for competence, ethics and results.

### ASSOCIATIONS AND COMMUNITY INVOLVEMENT

David serves as a member of TMW Systems, Inc.'s Product Advisory board. TMW Systems is the leading provider of enterprise transportation software, and KSMTA is the only consulting firm in the U.S. that has an individual license to perform freight network assessments using the industry-leading TMW Netwise® optimization software.