



A Delivery  
Industry Alliance

## ECA MARKETPLACE CASE STUDY

Hub Group Final Mile Meets Last Mile  
Expansion Goals at ECA MarketPlace

### AT A GLANCE

#### CHALLENGES

- Additional and improved capacity
- Sustained growth and depth in markets

#### BENEFITS

- Maintained and strengthened current carrier relationships.
- Added new carrier capacity, meeting strategic goals.
- Fostered growth and development in final mile network.

#### PROFILE

Hub Group is a publicly traded company in North America, providing logistics services, truck brokerage, and intermodal solutions to its customers. Founded in 1971, and headquartered in Oak Brook, Illinois, the company also owns Mode Transportation and Hub Group Trucking.

Hub Group creates and provides comprehensive end-to-end supply chain solutions tailored to their customers' unique needs. Accomplished by tapping into its strong third-party relationships and the industry's second largest private intermodal fleet, Hub Group prides itself in supplying the timely and effective results demanded by its customers. Hub Group Final Mile provides logistics management services in the rapidly growing final mile space.

#### CHALLENGES

In 2022, Hub Group Final Mile was seeking additional capacity and service offerings in their quest to meet the increasing and diversifying needs of their customers. The company was looking to address their goals for sustained growth, depth in markets, and to add additional robust, long-term relationships in the carrier sector.

#### SOLUTION

Hub Group Final Mile attended the 2022 ECA MarketPlace in Tucson, Arizona. The MarketPlace provided Hub Group Final Mile with the opportunity for more than forty carefully matched one-on-one scheduled meetings with ECA carrier members to fill gaps in capacity or improve capacity in select verticals.





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### **RESULTS**

Hub Group Final Mile met their goal of maintaining and growing relationships with existing carriers. Additionally, the ECA MarketPlace provided Hub Group Final Mile with valuable opportunities to network and meet new vendors and fellow shippers. Hub Group Final Mile reports having signed numerous carriers over the years with the intention of meeting capacity and cost effectiveness targets. The ECA MarketPlace has “proven to be a valuable resource to Hub Group Final Mile over the years, which is why we continue to attend,” said Justin Stodolka - Senior Director, Network Relations for Hub Group Final Mile. “It’s a very successful event for Hub Group Final Mile to maintain relationships and create new relationships with carriers and vendors.”

### **CONCLUSION & RECOMMENDATION**

Shippers looking to add to and improve their transportation and logistical capacity requirements will benefit from the carefully matched and pre-scheduled one-on-one meetings with ECA’s carrier members that the MarketPlace provides. Registering for this year’s ECA MarketPlace, scheduled for April 24th through 26th in San Antonio, Texas; providing a detailed profile and list of needs; and attending the exciting two-day schedule of one-to-one meetings will result in high quality capacity additions with skilled, niche carriers ready to meet your business goals.

***“The ECA MarketPlace is the SuperBowl of conferences when it comes to shipper, carrier, and vendor relationships for Hub Group Final Mile. The show created additional capacity for us through relationships with new carriers and has helped Hub Group Final Mile grow its last mile network.”***

-JUSTIN STODOLKA, SENIOR DIRECTOR, NETWORK  
RELATIONS FOR HUB GROUP FINAL MILE &  
DOUG HATCH, SENIOR DIRECTOR, LAST MILE OPERATIONS



Final Mile