



**Invitational
Collegiate Challenge
March 25-26, 2026**

Presented by



Round 1/Wildcard Scenario

Prospect: Brown Transportation

Weblinks: <https://www.browntransportation.com/>

<https://www.youtube.com/@browntransportationaggrega4414>

You are a recent graduate of a top sales program and have been hired by Love's as a fleet sales representative. As a new sales representative you are in training with Jeremy Tilton, senior sales account manager, whose territory is Oklahoma. For the next six (6) months, you will work and train under Jeremy's mentorship, and help him manage and develop primarily existing accounts before moving into new business development.

The State of Oklahoma has largely been influenced by the oil and natural gas industry. This has led to cycles of boom and bust as the oil and gas industry is prone to high degrees of variance in oil prices depending on both global production and global demand. For example, the shut down of many economies due to Covid-19 greatly impacted the oil and natural gas industry and prices. After suffering multiple boom/bust cycles many Oklahoma business leaders have focused on diversifying the state's economy. This has led to an increase in new business opportunities especially in the transportation industry. Oklahoma's geographic location (almost exactly in the center of the nation) has made it a prime location for the growth and development of several transportation companies. In addition to being centrally located, Oklahoma benefits from having three major interstate highways (I-40 is one of the major east/west cross-country

routes, I-35 divides the nation form north to south, and I-44 bisects the state from southwest to northeast. Brown Transportation is one of the trucking companies that has positioned itself to move beyond the oil field and take advantage of Oklahoma's strategic location in the trucking and transportation industry.

Brown was started by L. Dale Brown in 1996. Brown was driving semi-tractor/trailers before he graduated from high school working for his family's trucking company in eastern Oklahoma. Brown's children two daughters and his sons (Marty B. Brown and Matthew Brown) work in the business.

Brown Transportation hauls dirt, gravel and sand for building projects in Oklahoma and surrounding states.

Being an Oklahoma based company Brown has a long history with Love's, and Jeremy knows just about everyone at Brown. However, over the course of the past year, Jeremy has noticed a decline in Brown's business. Jeremy shared that he knows of one minor incident that a Brown driver had at a SpeedCo in which the driver complained about a delay while getting an oil change, but he thinks there maybe more to this recent decrease in business from Brown. He has tasked you to find out how to get the relationship back on track. Jeremy has cautioned you that while everyone at Brown is (like most Oklahomans) polite; they are also shrewd businesspeople.

Jeremy gave you contact information for Matthew/Mattea Brown, a vice president for Brown Transportation.

You reached out to Matthew/Mattea, and he/she has agreed to meet with you.

NEWS

Made in Oklahoma: Dale Brown Inc.

Julie Bisbee

June 8, 2006, 12:00 a.m. CT

Address: 4417 SW 36.

Employees: 25.

Key personnel: L. Dale Brown, president; Marty B. Brown, vice president; Matthew Brown, vice president.

Products: Dale Brown trucking is making money two ways. One division of the company hauls freight cross country on routes to California and back or to the East Coast. Another division of the family-owned company is hauling dirt, gravel and sand for building projects in Oklahoma and surrounding states.

"It creates a situation of total utilization of the equipment and the driver, Brown said.

The company has 20 trucks. While trucking companies scramble for qualified drivers, Brown said he has a devoted crew.

"I hate to brag, but I do have good, long-term drivers, Brown said. "I seldom need a driver. I pay my guys good, and I treat them well.

The average pay for a driver at Brown's company is about \$55,000, he said. Over the road drivers spend about 70 hours on the job and are home for about a day and a half. Regional drivers work five and a half days a week, he said.

Background: Brown has spent most of his life in the trucking industry. He drove semi trucks before he had graduated from high school while working for his family's

trucking company in eastern Oklahoma. After working years with his family, he decided to start his own company in 1996. Two of his daughters help manage the operations, and a son also works for the company.

"It's a good way to eat and sleep comfortably, Brown said. "It's hard work and long hours, but the living's good.

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