



LUIS LOPEZ

Serial Entrepreneur

Transportation and Distribution since 2005

- 15 Year Expert in Hazardous Material Compliance
- 15 Year Expert in Container Drayage
- 15 Year Expert in Last Mile Delivery
- 15 Year Expert in Warehouse Distribution
- 15 Year Expert in Nationwide Spot
- Market Trucking Reefer & Dry
- 15 Year Expert in Bonded Warehouse, CFS and IBEC
- 15 Year Expert in Customs Clearance
- 12 Years SEO and PPC Specialist
- 12 Years Marketing
- Currently operating and managing 14 Websites
- 5 Years creating Truck Hub with PHP7

MY STORY



Luis “The Freight Guru” Lopez is a serial entrepreneur, currently CEO of Go Group Holdings, with subsidiaries Assetco Freight Matching, Go Freight, Go LTL, Go Drayage, Go Warehouse, Go Hazmat and Go Truck Hub.

Luis is not your typical transportation specialist, he is not a second generation owner, Luis fell into trucking on pure coincidence and timing. Through his love for golf he met early after dropping out of college a few influential people that would guide him into the transportation world. Luis has a keen eye and the ability to gravitate towards learning and emerging himself in a specific trade. Luis started in transportation learning hazardous material compliance and then over 1-2 years working with local freight forwarders saw a massive demand for trucking and spread his services into domestic transportation as he saw the market demand for it.

Luis will tell you he isn’t the smartest person in a room but will always tell you that he will out work anyone. Luis has consistently perfected his craft by putting in time, this means 12-15 hours a day for 12 + years and still going. Luis is all about hard work, organization and the pure will to succeed over the latter failure.

Luis has proven to be successful, with many articles written about him and his company Go Freight. Go Freight has been on INC 5000 3 years in a row with massive growth yearly. Luis wants to educate young millennials on how to start, manage and grow a business to scale.

THE PODCAST

Luis “ The Freight Guru” will be your mentor, the goal of this podcast is to help millennials and young business owners not make the same mistakes Luis did over the past 15 years.

Luis will focus on the following:

- How properly structure your business?
- How to find a “niche” ?
- How to incorporate Marketing Pillars in your SEO, PPC and Social Media Campaigns?
- How to create a DOT and MC # ?
- How to manage drivers?
- How to procure drivers and templates to protect your company from lawsuits.
- How to manage and lead staff?
- How to be a leader?
- How to leverage your banking relationship and how important is your credit score?

- How to scale your business ?
- How to sell your business?
- How to market your business online?
- How to get the best insurance rates and premiums yearly?
- How to manage your safer rating and your DataQ online?
- How to become the best you can be at your business?

There will be much more in upcoming months as well!

EARLY LIFE

Luis Lopez was born in Hialeah FL, attended Christopher Columbus High School. Luis since he was 12 years old has found a love for the game of golf. While Luis played High School Gold and attempted to play college golf, he realized early after dropping out of college that he wanted to be his own boss. Luis has always had a great work ethic, he worked at a local golf club near his home since he was 14 years old and found older friendships that built his desire for entrepreneurship and leadership in his young 20's. Luis was always very organized, disciplined and hard working and those attributes are the foundation of his business today. Luis has always wanted to find a mentorship program that could help him answer tough questions but was not able to early in his career. Luis feels grateful for his ability to be successful in business and wants to be a mentor to all who are interested in listening and being a part of his programs.

CONTACT LUIS

Below you'll find a few different options for getting in touch with Mr. Luis Lopez:

- 01 Business meeting:** Schedule a meeting with Mr. Luis Lopez to explore the best alternatives to improve your supply chain. This is a business to business meeting for CEO and company owners only.
- 02 Hire Luis to speak:** If you're looking to get Luis to keynote your conference or speak to your employees, the best way to get in touch is to send an email directly to LL@thefreightguru.io
- 03 Media:** For all interviews, media opportunities, and anything else press-related.
- 04 Hire Go Freight:** You can write a scope of work with all the details and our 3PL expert will get back to you. You can also send an email directly to rates@gofreighthub.io

