

MICHAEL D. CAFARELLI

AI TECHNOLOGY | ENTERPRISE TURNAROUNDS | PROFITABILITY | SCALABLE GROWTH

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EXECUTIVE PROFILE

Companies bring me in when performance doesn't match potential—profitability is deteriorating, costs have outrun the business, growth has stalled, or execution hasn't kept pace with scale. I have led \$300M+ P&Ls and 3,000+ associates while turning operating losses into \$30M+ profit, removing \$20M+ in costs, building major commercial channels, and transforming complex multi-site operations.

SELECTED ENTERPRISE IMPACT

- **Turnaround:** Reversed an operating breakeven/loss to \$30M+ profit while growing revenue from \$270M to \$310M in 18 months.
- **Cost and EBITDA:** Delivered \$20M+ in cost reductions, lowered SG&A more than 25%, and created \$1.0M annualized EBITDA.
- **Commercial growth:** Generated \$250M in revenue, converted \$95M to contracted business, and added \$25M in five months.
- **Leadership scale:** Directed \$300M+ P&Ls, 3,000+ associates, \$500M+ in assets, and national multi-site operations.

LEADERSHIP PORTFOLIO

P&L Leadership | Enterprise Strategy | Turnarounds & Restructuring | Revenue Growth | EBITDA & Cash Flow | Multi-Site Operations | Sales & GTM | Pricing | Strategic Accounts | Supply Chain | AI & Automation | M&A Integration | Board Governance | Culture Transformation

EXECUTIVE EXPERIENCE

MPC HOLDINGS LLC | FIVE PILLARS BUSINESS CONSULTING | CEO / Principal

October 2025 - Present

Holding and advisory platform spanning consulting, business intelligence, real estate, and nonprofit initiatives. Fractional executive practice that helps SMB leaders build operating discipline, commercial focus, and accountability.

- Closed two real estate sales, **which created 18% net profit.**
- **Used AI coding and automation for RicavaIQ Inc.,** reducing costs by 10% annually.
- **Deployed Cost Management processes,** reducing annual costs by **\$1.0M.**
- **Implemented and used AI Automation to improve one client's margin by 5%, reduced costs by 6%, cut excessive meetings by 15%, and increased output by 5% in three months.**

ASCEND TRANSPORT GROUP | President

October 2023 - October 2025

National transportation, logistics, brokerage, warehousing, and distribution enterprises.

- **Directed an enterprise turnaround,** cutting \$20M+ in costs, reducing total cost 20%, and lowering SG&A more than 25%.
- **Shifted 80% of assets to dedicated operations and increased the dedicated fleet by 200%;** this reduced equipment costs by 12% by shifting expenses.
- **Added new revenue of \$85M** in contracts and built a \$150M+ pipeline.
- **Launched a division in under five months:** 225 trucks, 270 drivers, 80 sites, 10 states, 15,000 weekly stops, and approximately 99% on-time delivery, producing \$50M in annual revenues.
- **Restructured logistics and warehouse/distribution units,** going from an annualized loss to positive annualized EBITDA of \$1.0M annually.

DART TRANSPORTATION | President

March 2022 - September 2023

Founder-led national transportation and logistics enterprise with six operating businesses.

- **Rebuilt commercial execution and KPI accountability,** generating \$25M in new business within five months.
- **Deployed Power BI and optimized the TMS,** reducing SG&A 10% while increasing logistics revenue 8%.
- **Transformed six business units culturally and operationally,** reducing enterprise costs by 10%+
- Delivered quarterly board reviews on performance, forecasts, and risk.

KNIGHT-SWIFT TRANSPORTATION HOLDINGS | Vice President, Grocery Dedicated

June 2017 - March 2022

Full P&L and multi-site leadership within North America's largest full-truckload carrier.

- **Owned a \$300M+ P&L and led 3,000+ associates** across 12 locations, seven states, and approximately 65M annual miles.
- **Moved operating income from breakeven/ loss to \$30M+ profit** while growing revenue from \$270M to \$310M in 18 months.
- **Improved service from 86% to 95% and dedicated performance from 97% to 99%;** cut driver turnover from 80% to below 40%.

Enterprise sales, marketing, pricing, network strategy, and strategic account leadership across five divisions.

- **Generated \$250M in revenue and converted \$95M to contracted business**, improving predictability, retention, and revenue quality.
- **Delivered a 5% net rate gain during a market downturn** through pricing discipline, segmentation, and network strategy.
- **Managed strategic customer relationships representing approximately \$1.5B annually**; personally closed \$50M in dedicated and one-way business contracts.

EXECUTIVE HISTORICAL EXPERIENCE (10+ Yrs)

CRST | Director of Operations - Dry Van

March 2010 - September 2012

- **Led 40 managers and 3,000+ drivers with P&L accountability**; supported growth from \$678M to \$1B and **improved annual profit** by \$6.5M.

CENTRAL REFRIGERATED SERVICES | Director of Dedicated / Senior Director of Operations

May 2001 - March 2010

- **Grew revenue from \$175M to \$225M in four years**; built a new commercial channel exceeding \$75M and personally closed \$45M.
- **Managed nationwide multi-site operations**, with four direct reports and a total of 2,000 employees.

C.R. ENGLAND | Director of Dedicated Accounts / Operations Leadership

1993 - 2001

- **Led seven multi-state sites that generated \$150M annually**
- Reduced empty miles from approximately 1.0M to 385K, **saving about \$1.0M+**.

EDUCATION, GOVERNANCE & TECHNOLOGY

MBA, Accounting - University of Phoenix, 2004

BS, Sociology & Political Science - Southern Utah University, 1998

Board Member Essentials & Governance Certification - Boardsi, issued November 2025; expires November 2030

AI Prompts, GIG Coding, and AI Automation Classes – Coursera.Org Courses – 2026

Board Leadership: Play Like a Girl | From Your Father | Grateful Giving | Friends of the Manassas Battlefield | Minnesota & Tennessee Trucking Associations

Technology: NetSuite | McLeod TMS | Salesforce | HubSpot | Power BI | Tableau | Claude Code | Microsoft 365 & Copilot | ChatGPT | AI Automation