



Brian McLaughlin, Senior Vice President of Operations

Brian McLaughlin sets the pace for exceptional leadership at UST Select, a logistics, distribution, and supply chain company that delivers furniture and appliances for clients nationwide. Currently serving as Senior Vice President of Operations, Brian is responsible for all company divisions and their financial performance. He also leads, coaches, and develops Select's team of Vice Presidents, while growing the company's business, developing people, and ensuring Select maintains an outstanding relationship with new and existing clients.

Brian joined UST Select, as employee number one, in 2019 as Director of Operations. Prior experience working for a well-known retail company allowed Brian to achieve success in his role quickly, and that same year, he earned a promotion to VP of Operations. In 2022, Brian was named Senior Vice President.

Since joining the team, Brian has had a hand in several of the company's major accomplishments. In 2019, he launched UST Select's first nine sites, remarkably doing so in the first 127 days of the company's existence. Brian has also diversified business for Select by introducing his division to XL freight home delivery, furniture/equipment assembly, major appliance installation, and middle mile delivery. Under Brian's leadership, Select piloted a partnership with the world's largest online retailer that led to in-home assemblies, a first for the retailer's delivery service partners as they began crossing the threshold of customers' homes to make deliveries.

Brian is an impact-driven leader who loves generating change in the lives of employees and customers. He finds value in conversations with staff and believes himself to be part of an empathetic and engaged leadership team that puts people first.

The U.S. Army veteran is a Purple Heart recipient. He has also received several other distinguished military awards including five Army Commendation medals, three Army Achievement medals, a combat action badge, an air assault badge, an expert marksmanship badge, a driver and mechanic badge for wheeled vehicles, and an Army physical fitness excellence award.

Brian is also passionate about philanthropy. In 2013, he was awarded the Military Outstanding Volunteer Service Medal for homeless veteran outreach. Now, he supports several other charities aimed at improving the lives of homeless or low-income families. Brian currently lives in Greenville, SC with his wife, four children, and pets, including several dogs, cats, chickens, goats, and ducks.

Shorter version for website:

Brian McLaughlin serves as Senior Vice President of Operations for UST Select. He joined the company, as employee number one, in 2019 as Director of Operations, and that same year was awarded a promotion to VP of Operations. In 2022, Brian was appointed Senior Vice President of Operations.

Today, he is responsible for all company divisions and their financial performance. He also leads, coaches, and develops Select's team of Vice Presidents, while growing the company's business, developing people, and ensuring Select maintains an outstanding relationship with new and existing clients.

Brian is a U.S. Army veteran and a Purple Heart recipient. He has also received several distinguished military awards, including five Army Commendation Medals, three Army Achievement Medals, a combat action badge, an air assault badge, an expert marksmanship badge, a driver and mechanic badge for wheeled vehicles, and an Army physical fitness excellence award. In 2013, Brian was awarded the Military Outstanding Volunteer Service Medal for homeless veteran outreach.

Quote, if needed:

"We are simply the best at what we do. I take great pride in this simple fact." Brian McLaughlin, VP of Operations

Responses to Q&A:

Professional Questions:

1. What is your full name? (What do you go by?)
 - **Brian McLaughlin**
2. What are your current responsibilities in the role you hold now? (Please detail if possible)
 - **Oversee all middle mile and final mile operations for the Amz Division.**
 - **Manage the total business unit**
 - **Lead and develop a talented team**
3. Tell us about some of your professional achievements.
 - **Military honors/awards available upon request**
 - **Recognized for excellence in results, ranking among the top 10% for financial performance in a Fortune 100 company (retail)**
 - **Employee #1 of UST Select**
 - a. **Launched the company's first 9 sites in its first 127 days of existence with 150+ trucks on the road daily**
 - b. **Fasted growing division in the history of the company**
 - c. **Diversified the business to include XL freight home delivery, Major Appliance Installations, In-home assemblies of a broad range of products, and most recently Middle Mile operations transferring Amazon freight from sort centers to USPS post offices. Organically grew and added sites to a now total of 14 locations nation-wide.**
4. How long have you worked with our company?
 - **July 8, 2019**
5. How many years have you worked in this industry?
 - **Military 5 years**
 - **Retail and Retail Logistics 6 years**
 - **Final Mile/Middle Mile Delivery 2.5 years**

6. Name a few of your professional values or passions.
 - **Relational Leadership**
 - **Talent Development**
 - **Business ownership- empowerment**
7. What's something you love about UST Select?
 - **We are simply the best at what we do, I take great pride in this simple fact.**
8. What are some of your goals and aspirations?
 - **Continued growth and business diversity which will foster the opportunity to provide more resources and broaden the impact we have on our employees, leaders, clients, customers, and communities.**
9. What do you love about your current role?
 - **Impact- the ability to affect change in so many people's lives- we deliver opportunity to our employees, smiles to our customers, and support to our communities.**
 - **The ability to improve the employee experience by genuinely listening to their feedback, then working with an empathetic, engaged, and capable leadership team to innovate and bring to life the experience we are striving to achieve for our teams.**
10. What is your key to professional success?
 - **Building Strong Relationships**
 - **Transparency**
 - **Integrity**
 - **Engaging and Inspiring individuals to Invest themselves in the TEAM's objectives**

Personal / Lifestyle Questions:

11. Where are you from? (City, State)
 - **All over! But Greenville, SC is my forever home!**
 - **MO, TN, MN, CT, MA, SC**
12. Where did you go to college / or where did you get your education from before stepping into your career?
 - **Suffolk University for college**
 - **US Army for leadership**
13. Outside of work, how do you spend your free time?
 - **1 amazing wife, 3 daughters, 1 son, 4 dogs, 5 cats, 12 goats, 30+ chickens, 2 ducks...what free time? HA!**
 - **I also love hunting, wood working, and fixing things.**
14. Any volunteer work you'd like us to highlight or mention?
 - **Soles 4 Souls, Gifts to Give, various non profits in support of homeless and low-income families.**

- **T-ball coach (pre-covid 2019)**
- **Awarded MOVSM- Military Outstanding Volunteer Service Medal for homeless veteran outreach (2013)**

15. If preferred, tell us about your family (including pets if applicable)

- **1 amazing wife, 3 daughters, 1 son, 4 dogs, 5 cats, 12 goats, 30+ chickens, 2 ducks- it's a lot- and always growing!**
- **I feel truly grateful each day to work with such great people and to be supported by such an amazing family.**

Military awards:

- Purple Heart (2010)
- Army Commendation Medal (2010)
- Army Commendation Medal (2011)
- Army Commendation Medal (2012)
- Army Commendation Medal (2012)
- Army Commendation Medal (2013)
- Army Good Conduct Medal (2012)
- Military Outstanding Volunteer Service Medal (2012)
- Army Achievement Medal (2011)
- Army Achievement Medal (2012)
- Army Achievement Medal (2012)
- Afghanistan Campaign Medal w/campaign star
- National Defense Service Medal
- Global War on Terrorism Service Medal
- NATO Medal
- Non-Commissioned Officer Professional Development Ribbon
- Army Service Ribbon
- Overseas Service Ribbon
- Valorous Unit Award
- Presidential Unit Citation
- Combat Action Badge
- Air Assault Badge
- Expert Marksmanship Badge
- Army Physical Fitness Excellence Award
- Driver and Mechanic Badge - Wheeled Vehicles