

Mitch Poole
Partner



Select Executive Experience

Coastal Drayage & Logistics LLC (2014-Present)

Owner and Managing Member

Coastal Strategic Advisors (2014-2023)

President

Inland Logistics Solutions (2014-2018)

President and CEO

FusionHealth (2010-2018)

Strategic Partner

Peopleplease Corporation (2012-2013)

President and CEO

Eve Partners (2010-2012)

Senior Managing Director

Reznick Group PC (2007-2010)

COO and Partner

Tidwell DeWitt LLC (2005-2007)

Member and Partner

Ruan Transportation Management Systems (2001-2004)

CFO

Allied Holdings Inc. (1988-2001)

CFO, President, and CEO

Core Competencies

Operations

Financing

Financial Reporting

Acquisitions

Divestitures

Shareholder Relations

Strategic Planning

Accounting

Risk Management

IT Management

Human Resources

Benefit Plans

Labor Management

Equipment Management

Inventory Control and Costing

Executive Profile

Mitch Poole is a Partner in the Atlanta office of SeatonHill. Mr. Poole has more than five decades of experience in high level roles, including President, CEO, CFO, Owner, Founder, Equity Investor, and Director. Mitch brings deep knowledge and an unmatched skillset to foster growth and overcome challenges within organizations of any size. His broad background and depth of expertise have directly impacted a tremendous track record of highly successful ventures. Mitch's vast leadership experience encompasses success in a wide array of industries, including Logistics, Manufacturing, Private Equity, Transportation, Auto Hauler, and Accounting.

Industry Experience

Logistics

Manufacturing

Private Equity

Transportation

Auto

Distribution

Big 8/4 Accounting

Education & Certifications

Bachelor of Science in Accounting

Auburn University

CPA

Alabama and Georgia



Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

Key Experience

Big 4 Accounting Firm: During his 17 year tenure, Mitch an audit Partner specializing in utilities and transportation, serving Delta Airlines and numerous other logistics companies. He was head of the Southeast Region Transportation practice and handled engagements with airlines, trucking companies, and bus lines. Mitch was also an Engagement Partner for many other companies in the electric utility, natural gas, telephone, manufacturing, and distribution industries.

Auto Hauler Company: Mitch was CFO, President, and CEO over his tenure with this family-owned company car hauler. The company was doing approximately \$120 million when Mitch joined as part owner and he led the company to \$1.2 Billion by 2001. Mitch took the company public, led public debt offerings, and made numerous acquisitions of both public and private companies to fuel growth to \$1.2 Billion. He led the effort to take the company public with a \$300 million public Senior Notes offering. Mitch also created an offshore Captive Insurance company that handled workers' compensation insurance and claims and P&C coverages and claims with annual premiums of approximately \$50 million. As CFO Mitch also had responsibility for Risk Management, IT, Human Resources, and annual financing activities of the company's \$125 million working capital facility as well as \$50 million-plus annually of equipment financing for new trucking rigs. As CEO, Mitch oversaw the company's expansion into Brazil, the UK, and Mexico with total revenues of \$1.2 Billion. The company hauled for all the auto manufacturers and was the largest car hauler in North America with over 5000 rigs and 6500 employees. During Mitch's tenure, the company started subsidiaries such as a non-union car hauler for previously owned vehicles and an auto processing company at 2 ports and in Mexico for final preparation of vehicles imported from various countries.

Transportation Management Company: Mitch was CFO for this family-owned transportation and logistics conglomerate consisting of 3 groups: the 3rd largest truck leasing company in the US, a 3rd party logistics company acting as a 3PL for various clients, and a trucking company with combined revenues of approximately \$800 million. Mitch was responsible for all financial activities, IT, and Risk management. He managed the financing requirements of approximately \$250 million per year for replacements and new equipment. The company also had over 100 leased and owned facilities and constructed warehouse facilities for its 3PL logistics business servicing specific customers. Mitch arranged all financing for the lease and warehouse facilities. When the company decided to sell the truck leasing company to concentrate exclusively on the logistics and trucking businesses, Mitch led the effort to sell the leasing company and all its assets. The process included holding bids, evaluating the bids, negotiating terms and conditions, and valuations. It took several months with multiple bidders and eventually was completed with the bulk of the company being sold to Ryder System, the largest truck leasing company in the US. The proceeds essentially allowed the company to extinguish 80% of its remaining debt and placed it on a sound footing for the expansion of the logistics and trucking business.

CPA Firm: Mitch joined and opened the Atlanta office for a Birmingham Alabama-based CPA firm. He grew the office from no billings and 2 people to \$3,000,000 in billings and 20 people in 2 years. Mitch merged the Firm into the Reznick group in 2007, the 13th largest CPA firm in the U.S., at the time. Mitch became COO of Reznick.

Mitch Poole Partner



M&A Firm: EVE was a buy-and-sell side M&A firm specializing in logistics and transportation companies and today it is a Private Equity company investing for its account with a continued presence in the M&A marketplace place, although on a smaller scale. Mitch was a Senior Managing Director and led several sale transactions with several trucking companies. He interfaced with financing sources and strategic purchasers with valuations and negotiations.

Professional Employer Organization: Mitch was owner and CEO of this Professional Employer Organization (PEO) which was solely focused on the trucking industry. The company had over 300 clients and 13,000 employees, mostly truck drivers, of which Peoplease was a co-employer. The PEO provided all employment administrative functions including payroll processing, insurance, tax reporting, and worker compensation insurance and claims. Mitch handled the insurance carrier negotiations for annual workers' compensation renewals and bringing in additional insurance carriers. The company expanded to the West Coast with significant growth in California.

Logistics Company: Located in Las Vegas, Inland logistics repositioned empty shipping containers nationwide for the major ship lines to meet export needs for US products. The business utilized over 100 owner-operators. The company moved the business to Jacksonville FL and in 2017 the business was merged into Coastal Drayage & Logistics LLC, a company owned by Mitch.

Drayage & Logistics Company: Mitch was the owner and CEO of the business. Along with the container repositioning business, the company opened a general freight brokerage division that got general commodities and refrigerated shipments. The company also started a drayage operation from the Port of Jacksonville delivering loaded containers from the port to customers throughout the Southeast and even to the Pacific Northwest. Covid disrupted this business significantly and it was sold in 2020.

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