

Creating a buzz in the transportation industry

The logistics and management company, CB Transportation has been ranked No. 538 on the Inc 500/5000 list for 2010. Founded in 1995 by its CEO Carole Borden, the company has access to a wide variety of trucks, railroads and warehouses. It operates by linking its extensive resource network with its corporate partners. Run on a technology platform by a small team of eight employees, the company does not operate from a traditional office. Instead, employees are spread out across the US, and are available to clients 24/7, making the business lean, accessible, personal and eco-friendly. "Our operations teams are built around specific clients" says Borden. "Open communication and customer interface are core values at CB Transportation. These unwavering commitments enable us to cultivate strong, honest and lasting relationships with our partners."

Borden has been in the transportation business for over 20 years. In the early 1980s she worked for the Yellow Freight trucking company in sales and business development. Following that she was part of a transportation start-up in Massachusetts as VP of sales and marketing. Her experience in the industry is extensive, and she claims her management style contributes to the culture of the company, and the way it operates. "I am collaborative in my decision-making process because I have worked in every position in our

company, carefully selected every member of our team, and I know what it takes to make CB Transportation run well," she says. "As a result, I rely on them. respect their opinions and engage them whenever possible. Our objective is to arrive at the most effective solution for our customers and to ensure that each parties' interests are met."

Borden is proud of the company's Inc. 500/5000 rank, and claims the credit should go to her team. "Everyone is incredibly hard working and understands the importance of each

shipment and interaction with our customers. Their unwavering dedication and passion is the cornerstone of our success."

Although the company's Inc. rank helps build credibility and show sustainability, Borden claims it is not the company's first significant achievement. "In 2006 we relicensed and our growth has been significant ever since," she says. "In 2009 we were selected by Ernst & Young as one of nine rapidly emerging women-owned businesses in North America. We were also selected by American Express and the WPO as one of the fastest growing women-led businesses. Our strong growth in a challenging economy differentiates us from our competitors."

CB Transportation does business with Fortune 500 companies, and selects stable, growth-branded business partners both in terms of clients and carriers. The company is also a certified member of the Women's Business Enterprise National Council (WBENC) through which it has fostered new relationships with large corporations that have gender inclusive initiatives. "At the end of the day these corporations demand that a company adds value," says Borden. "They don't do business with me because I'm a woman. They do business with CB Transportation because we are good at what we do."



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