



Jimmie Jackson

I'm honored to be nominated for the Used Truck Association Board of Directors. With 30 years in the truck and equipment auction industry, I've built my career on transparency, results, and relationships — and I'd bring that same real-world perspective to the UTA

My career in this industry began in the early 1990s. Over three decades, I've gained hands-on experience across every part of the remarketing process — from inspections to strategic buyer outreach to managing full-scale, multi-location auctions. That foundation led me to help launch EquipLinc Auction Group, a fully virtual, live auction company helping businesses nationwide liquidate equipment quickly and profitably.

When clients work with EquipLinc, they work directly with me. I'm personally involved in every detail to ensure dealers, fleets, owner-operators, and financial institutions get the highest return with the least stress. That ground-level involvement keeps me closely connected to what our industry is actually facing, from market volatility to regulatory changes.

As lead auctioneer, I've grown EquipLinc into a national force in online auctions, built on a client-first model of trust and performance. I've developed high-performing teams, built scalable systems for virtual auctions, and led through both booming and challenging markets.

Above all, I lead with integrity — I believe strong leaders listen, lead by example, and never ask others to do what they wouldn't do themselves. That's guided me for thirty years, and it's why I believe I'm a strong fit for the UTA's values of professionalism, accountability, and community.

If elected, I'll be a voice for independent dealers, auction professionals, and the people on the front lines of used truck sales. I understand the daily pressure of turning inventory, managing customer expectations, and adapting to a fast-changing market.

I also believe deeply in education and mentorship. I'd love to support UTA programs that equip the next generation of used truck professionals with the tools, knowledge, and ethics that keep this industry strong.

I'm a proud family man, and my family is why I work as hard as I do. Outside of work, you'll find me deep-sea fishing, traveling, or training for a marathon with my wife, Andrea.

The best Board is made up of people who do the work — who know the business from the ground up and bring a collaborative spirit to the table. If I'm not behind a desk, I'm in the field, talking to clients, solving problems, and helping people turn assets into opportunities. I'm committed to the UTA's mission and ready to roll up my sleeves. Thank you for your consideration.