



DAVID REICHARD

Transformational Coach & Former Professional Driver
Retention Strategies for Trucking Companies

ABOUT DAVID



With 30+ years as a professional truck driver (CDL since 1991, 2.5M+ miles) and 25+ years of coaching experience, I help trucking companies retain good drivers and protect revenue. I know what life on the road asks of drivers and families, and I use that lived experience to help leaders create healthier, more connected workplaces. As a transformational coach and former driver, I blend real-world insight with personal growth tools that help people reduce stress, reconnect with purpose, and build lasting retention.

FEATURED TALK AT MATS 2026

Retention from the Cab Up: Real Tools to Keep Drivers for the Long Haul

FORMATS

45-minute Keynotes
60-minute Keynote
Virtual or In-Person
Half-day or Full-day Workshops
Custom options available

OTHER KEYNOTE TALKS AND WORKSHOPS AVAILABLE

- From Regret to Renewal
- Self-Trust— The Compass for Life's Crossroads
- Retention from the Cab Up: Implementation Program
 - Dispatcher as Coach
- Drivers & Families: Staying Connected on the Road

More information at www.seasons2love.com/speaker

LEARNING OUTCOMES

Practical retention strategies leaders can implement immediately
Stress and resilience tools drivers can use on the road and at home
Communication approaches that strengthen trust between drivers and leadership

Clarity on how culture, policies, and support impact driver retention, boost reputation and protect revenue

TECHNICAL

- Handheld or lapel mic
- HDMI for laptop set-up
- Screen/TV Set-up

BOOKING INFO

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Helping trucking leaders keep good drivers for the long haul