

Simon Chen, Eight Black Transport

At-Large Candidate



Bio:

Simon Chen is an Australian who has lived in Colorado for the past 10-years. He started Eight Black in 2015, and got into the industry by mistake.

After 20+ years riding the corporate rollercoaster in telecom and IT consulting, and spending more than 6-million miles in the air, Simon decided to follow his passion (driving and cars) and set up Eight Black Transport.

“Some of my colleagues don’t like the fact that I started out as an Uber driver”.

“I personally think rideshare is the single best tool for prospecting the chauffeured ground transportation industry has” and Simon credits the company’s growth as a result of flipping nearly every Uber customer to a direct Eight Black customer.

We’ve gone from a single car to 9 cars. We farm out a significant amount of work - even post Covid. When we launched, we offered Concierge and Security services. We manage events nationally for clients and 30% of our revenue is non transportation related. We’ve also made 4 acquisitions (2 have been successful and 2 failed miserably).

Reasons for Wanting to Serve on the NLA Board:

I’ve been critical of the NLA since I got into the industry. It wasn’t personal. It was more to do with the fact that I think most boards and industry associations are largely ineffective. I’m not into politics or bureaucracy. That’s why I like being self employed and being the boss of my own business.

Covid changed us all. For many, me included, it changed my perspective on business. It gave everyone an opportunity to reset. To start again.

I love this industry. I have built formidable relationships around the world as a result of it. I want us to succeed and believe that the best way to combat rideshare is to actually forge partnerships and alliances with them, as opposed to being adversaries.

I’m good at managing and leading high performance teams. I have a solid business background having worked globally for 25-years in the telco and IT consulting industry. And I love competition.

I want to join the NLA board because I want to represent the small operator. I want to show members that it’s not difficult to punch above your weight. Instead of being critical of the organisation - I want to contribute to its growth and long term effectiveness.