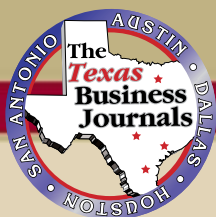


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SUPPLEMENT TO THE TEXAS BUSINESS JOURNALS • SECTION 2 • WEEK OF OCTOBER 26 – NOVEMBER 1, 2007

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*Founding Intelligent Logistics turned out to be a smart move for Tim Miller*

**An individualized, customer driven approach has brought Intelligent Logistics success in the face of competition from the transportation giants**

**By Stacy Alexander Evans**  
Special to Texas Business Journals

Ask any young child what they want to be when they grow up and the answer is likely to be a fireman, ballerina, astronaut or teacher — high-visibility careers with some history behind them. Few would say they envision a life in the field of logistics.

But Tim Miller, founder and CEO of Intelligent Logistics LLC, is not shy about the reason he chose this field.

“At some point in college,” he says, “I read an article that said there were three major groups of millionaires in the United States; doctors, lawyers and salespeople.”

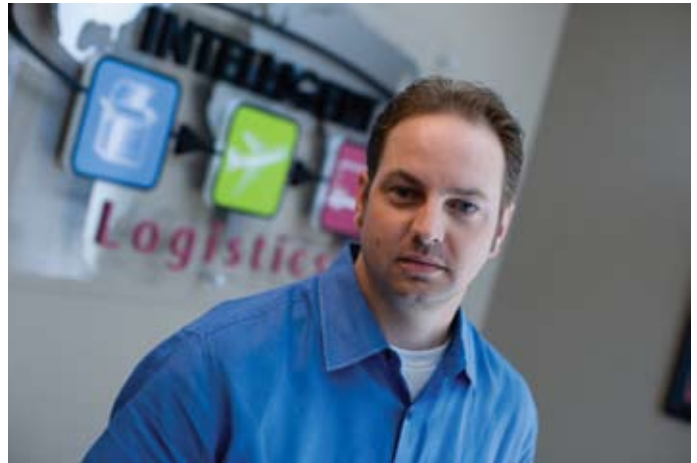
Mending medical patients and filing lawsuits wasn’t Miller’s cup of tea so, using a process of elimination, he zeroed in on sales as his ticket to the high life.

Miller graduated from Texas A&M with a degree in communications in 1993.

When asked what it’s like to be an Aggie living and working in Longhorn country — Round Rock, just north of Austin — he laughs.

“You know, it’s not as crazy as you might think. I grew up in Bastrop (east of Austin) and my whole family were Aggies, so I grew up used to it. It gets a little ridiculous around football season though. Everyone in my office, with the exception of my vice president of sales, they’re all diehard Longhorn fans. There are always some interesting bets going on.”

Many people — even business owners — may find themselves scratching their heads after a visit to Intelligent Logistics’ Web site at [www.inlogistics.com](http://www.inlogistics.com). If you’re not accustomed to shipping large amounts of



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“Logistics is like solving a puzzle, so every day I get to come to work and look at some business problem that a customer has and try to figure out how we can do it better. To me, that’s exciting. I love that aspect of putting the pieces together and solving the puzzle.”

Tim Miller

**Top executive:**  
Tim Miller '93

**Title:**  
Owner,  
President and CEO

**Company:**  
Intelligent Logistics  
LLC

**Growth rate:**  
168.69 percent

**Location:**  
Round Rock

**Business:**  
Transportation

**Year founded:**  
2002

goods, you may never have heard of terms like cartage.

Fair enough.

Miller lays it out like this.

“If someone has something that’s 20 feet long and 4 feet wide and weighs 6,000 pounds and has to get somewhere fast — that’s what we do.”

Miller’s company utilizes all transportation modes: Air, ocean and land.

But the burning question is: How can a small-fry like Intelligent Logistics compete with giants such as UPS and FedEx, which are homing in on Intelligent Logistics’ bread and butter?

“You have to fit into their (a client’s) system,” Miller says, noting that his larger competitors often have restrictions that are challenging to corporate customers with complex needs.

Indeed, his characterization of the big boys is quite daunting: “You’ve got a pallet and, for enough money, I’ll get it there, but you have to get here at six o’clock and it has to be this size, and it can only be this commodity, and if it fits into our box then we’ll move it.”

Miller is quick to point out that the philosophy of Intelligent Logistics couldn’t be more different.

“We’re just the opposite,” he says. “We start off with no preconceived notions of how we’re going to get the job done, and then we go looking for a solution for that particular piece of freight.”

It’s that customer-driven approach that has allowed Intelligent Logistics to flourish, Miller says.

“Logistics is like solving a puzzle, so every day I get to come to work and look at some business problem that a customer has and try to figure out how we can do it better,” he says. “To me, that’s exciting. I love that aspect of putting the pieces together and solving the puzzle.”

Business has been booming since 2004, after a bump in the road when Miller bought out his partner of the previous two years.

Miller speaks of his company with affection and the feeling is apparently mutual. Operations specialist Luke Garcia doesn’t hesitate to call Miller the best boss he’s ever had.

“He’s very caring,” Garcia says. “He addresses issues instead of ignoring them. He’s always on top of things.”

As a company with only 15 employees, new hires make a big impact. Instead of using the word “team,” Miller uses a more intimate term: Family.

Interviewees go through a rigorous process designed to make sure they’re a good fit, based as much on culture as skill.

“It’s important that not only I feel good about the person, but that everyone else does as well,” Miller says. “It really is a family, and sometimes you have to part ways with family but it’s really hard, and it’s very unpleasant for me, so I try to do the work up front.”

Prospective employees go through a minimum of three rounds of interviews, which is a lot considering the size of the company.

Although cartage may seem like a dry subject, Miller says his workers try very hard to keep the workplace atmosphere lively and lighthearted, even going so far as to appoint a monthly chief fun officer. One week everyone wore a necktie, another the theme was funny hats. Employees seem particularly excited about an upcoming show-and-tell day.

“We just do goofy stuff,” Miller says, obviously proud of his ability to switch gears from consummate professional to comedian.