



Meet [Lawrence Massengill](#), Vice President of Sales and Marketing at [Big M Transportation](#)—a 300-truck, Mississippi-based truckload carrier with deep family roots. Lawrence is a member of the inaugural class of the National Industrial Transportation League’s (NITL) Emerging Leaders Program.

A graduate of the United States Military Academy at West Point, Lawrence served in the U.S. Army for eight years as a Black Hawk helicopter pilot, with deployments to Iraq, Afghanistan, and Germany.

As the first in his family to join the military, he describes the experience as “uncharted territory.” After completing his service, Lawrence returned to his roots, joining the family business in 2022. Trucking is truly in his blood—his grandparents owned a trucking company in the 1980s, and his parents founded Big M in 2000. Today, two of his siblings work alongside his parents at the company’s headquarters, while Lawrence is based in Nashville, TN.

Reflecting on his military experience, Lawrence credits much of his leadership style and business acumen to his time in uniform. Skills like communication, strategic problem-solving, calm decision-making under pressure, and team leadership have proven essential in his role.

At Big M, Lawrence plays a pivotal role in shaping the company's sales and marketing strategy. He leads a team of three national sales representatives and a group of inside sales professionals, setting the overall direction and strategy for customer engagement and growth. A hands-on leader, Lawrence frequently meets with customers and prospects, helping them navigate challenges—particularly during uncertain times. His ability to manage complexity, drive innovation, and lead with both vision and execution has made a substantial impact on Big M’s continued success.

Process-oriented by nature, Lawrence has been implementing principles from the *Entrepreneurial Operating System (EOS)*. In January, he introduced a new operational framework that has improved team alignment and efficiency, emphasizing clarity and accountability across the organization. His focus on team development and strategic structure has further enhanced performance and cohesion within the sales group.

When asked what he’s most proud of, Lawrence points to the company’s progress and transformation over the past three to four years—laying the groundwork for future success.

Beyond the boardroom, Lawrence and Big M are proud supporters of St. Jude Children’s Research Hospital and the Make-A-Wish Foundation. He speaks with passion about being able to help grant wishes for children in their local community.

In his free time, Lawrence enjoys the outdoors and is an avid runner and hiker. He and his husband share their home with a spirited Lagotto Romagnolo (an Italian water dog), whom they've enjoyed training together through a mix of classes and YouTube tutorials.