



Trent Griffin-Braaf, CEO & Founder Tech Valley Shuttle; GB Logistics

Trent Griffin-Braaf is a distinguished entrepreneur and visionary leader with a remarkable track record in the transportation industry. As the Founder and President of two successful companies, GB Logistics and Tech Valley Shuttle, Trent's expertise spans passenger transportation, trucking, and logistics, solidifying his reputation as a specialist in this field. His exceptional talent lies in identifying, nurturing, and harnessing business potential, both in terms of enterprises and team development.

Throughout his career, Trent has adeptly navigated team challenges, providing effective leadership, fostering team growth, driving marketing strategies, and managing budgets. His efforts have consistently boosted company morale and financial performance, elevating team members from entry-level positions to C-suite roles.

Trent's journey to success is a testament to his resilience and determination. Following a regrettable decision involving narcotics sales after high school, he found himself serving a 12-year prison sentence at the age of 19. After completing 3.5 years in prison and an additional 2 years on parole, Trent faced the harsh realities of felony discrimination in employment and the inability to drive due to his prior convictions. He relied on public transportation and took temporary jobs for over a year.

A turning point came when Trent seized an opportunity in the hotel industry, initially working as a part-time houseperson cleaning toilets and driving the hotel's shuttle. Within a span of six years, he ascended to the position of General Manager.

In 2016, Trent founded Tech Valley Shuttle, leveraging his extensive hospitality network and experience. What began as a hotel shuttle service soon evolved into a community transportation provider with a mission to combat poverty through innovative transportation solutions and empowering its employees. In response to the global pandemic, he established his second transportation venture, GB Logistics, which held a contract with Amazon for last-mile delivery of large packages until July 2023. Trent's vision was to support ex-felons and other underserved populations, making employers "employers of choice."

Tech Valley Shuttle has since become a beacon of inclusivity, boasting a workforce comprised of 100% underserved employees, with 80% having a history of justice involvement and 20% identified as having disabilities. Trent has emerged as the largest BIPOC (black) employer in New York's Capital Region, and his company earned the distinction of being the first black-owned business to be recognized as one of the best places to work by the Albany Business Review. His pioneering efforts have set the stage for other employers to learn how to become preferred employers for ex-offenders.

Trent's accomplishments have not gone unnoticed. In 2020, he was honored as one of the "40 under 40" and featured in prestigious publications such as the New York Times, Bloomberg Businessweek, and Bloomberg Radio. Forbes recognized him in 2021 as one of the next 1000 entrepreneurs worldwide. In 2022, he received acclaim as a leader in Diversity, Equity, and Inclusion for his exceptional hiring practices and the training and development of entry-level associates into management and entrepreneurship.

Further cementing his legacy, Trent was named the Small Businessperson of the Year for upstate NY by the Small Business Administration in 2023. Looking ahead, his ambitions include expanding his organization to establish the largest footprint in New York State and eventually franchising nationwide to address systemic transportation barriers. He remains committed to aiding other organizations in becoming preferred employers for ex-offenders and marginalized populations who often struggle to secure employment opportunities. Trent Griffin-Braaf is a true exemplar of resilience, innovation, and social impact in the business world.

Awards:

SBA Small businessperson of the Year 2023

40 under 40

Stellar Business Award

Nipsey Hussle Award

Power 50

Best Places to Work

Forbes Next 1000

Publications:

NY Times

Bloomberg

SHRM

Business Review

NY Post

HR Morning

News Stories:

WTEN news 10 Albany

Spectrum News 1 Albany

WNYT 13 news 13 Albany

WRGB News 6 Albany