



ONE PERCENT PLUS HIGHLIGHTS

Together As One – We Can Be The Difference.

October 24, 2024

In this edition of Highlights, we are thrilled to spotlight Carlos Llanes Jr., the visionary CEO of Spartan Carrier Group. Carlos has transformed the landscape of supply chain operations, transitioning from a successful corporate career to building a thriving enterprise that empowers businesses. His journey is not only remarkable but also inspirational, grounded in faith and driven by a commitment to excellence.

Under Carlos's leadership, Spartan Carrier Group has achieved extraordinary growth, generating gross revenue in excess of \$60 million USD. The company has established a robust infrastructure that includes more than 200 jobs and 12 terminals across North America, and it has increased company assets to over 650 in under two years. Carlos has also empowered and employed a slew of minority firms to help scale this initiative, demonstrating his commitment to fostering diversity and inclusion within the industry. He embraces the philosophy that "iron sharpens iron," fostering strategic relationships that propel everyone toward greatness. His story serves as a testament to the power of perseverance, strategic thinking, and the importance of community in achieving success.



What advice would you give other MBEs to increase their spend with fellow MBEs as part of the One Percent Plus initiative?

Carlos reflects on his journey, emphasizing the importance of tenacity and action. "I started my journey with a hunger, tenacity, and the drive to do something. I was in corporate America, following a military career, and got tired of all the talking and not being able to drive action. I felt like the system is set up like that on purpose. If you're a fast mover, eventually you get tired of being blocked." He urges others to shed their apprehensions, stating, "Fear will keep you small," and explaining that his success began when he embraced his entrepreneurial spirit without self-doubt, leveraging the credit system, crafting compelling pitch decks, and delivering exceptional service. His advice is simple: "Lose the fear," as it is the first step toward empowerment and growth.



What strategies do you recommend for building and sustaining effective partnerships in supplier diversity initiatives?

Carlos underscores the necessity of continuous learning and adaptation within the ever-evolving business landscape. "When you make understanding tomorrow's landscape a part of your business strategy, you can see partnership opportunities based on tomorrow's possibilities. Your partners will appreciate your forward thinking, and you will discover innovative ideas because you are thinking differently. To increase minority utilization, we need to attack preparation." With technology rapidly changing the way we operate, he acknowledges that while technology may replace repetitive tasks, it will not replace human interactions and wisdom. "Embrace technology," he advises, "as it enhances human interaction when used right." By preparing for the future and understanding the dynamics of their industries, businesses can forge meaningful partnerships that thrive on shared visions.

What made the biggest difference in your success?

Carlos emphasizes that placing God at the forefront of his journey has been the cornerstone of his success. He believes that submitting to God's will and guidance has provided him with the strength and clarity needed to navigate challenges. Drawing from his military background, he underscores the importance of preparation and resilience. He learned early on that being equipped with knowledge and experience is vital in overcoming obstacles. While his corporate career helped him hone his understanding of business dynamics, it was his faith and entrepreneurial journey that truly shaped his perspective. "Rejection is the best education," he asserts, explaining how each setback offers invaluable lessons. By synthesizing these lessons and trusting in God's plan, he crafted strategies that led to success, showing that every experience contributes to personal and professional growth. He encourages others to take risks and aim high, asserting, "I'd rather swing for the fences, even if you fall short." Ultimately, Carlos believes that when you align your purpose with your faith, you can achieve extraordinary things.

Carlos concluded his interview with a powerful message about the true essence of success. He emphasized that his journey was never about chasing money; rather, his focus has always been on making a positive impact. He expressed his gratitude for the blessings he has received along the way, but he underscored that his ultimate goal transcends financial achievement. Carlos is driven by a deeper purpose: to reach those who are lost and to guide them toward faith in Jesus. He aspires to live a life that reflects his values and serves others, so that in the end, he can hear the words, "Well done, my good and faithful servant." This perspective serves as a profound reminder that true fulfillment comes from purpose and service, not from monetary gain.

To learn more about Carlos, Spartan Carrier Group, and his insights, follow him on [LinkedIn](#) and the Spartan Carrier Group page on [LinkedIn](#), and [Instagram](#).

To learn more about resources to join the One Percent Plus momentum of increasing minority business utilization, go to www.dfwmsdc.com/onepercentplus/. We need your support and your story. If you'd like to share your journey, please email onepercentplus@dfwmsdc.com.