

Laurie Yarborough, Featured By Influential Women, Leads USA Fleet Solutions Through Technology And Perseverance Today

RENO, NV, UNITED STATES, September 24, 2026 /EINPresswire.com/ -- A Lifelong Commitment to Learning, Service, and Real Human Connection Shapes the Growth of a National Fleet Intelligence Company

Reno, Nevada – For Laurie Yarborough, leadership has never been about sitting behind a desk and simply managing from a distance. Her career has unfolded through a series of unexpected opportunities, personal passions, and a willingness to step forward whenever there was a need. Today, as President and CEO of USA Fleet Solutions, she leads a national fleet intelligence company managing nearly 30,000 units across the country, combining sophisticated telematics technology with a philosophy grounded in something much simpler: real people helping real people.



Laurie's path to the fleet technology industry was anything but conventional. She earned a BA in Speech Communication and Journalism from the University of Nevada, Reno, followed by a Master of Theology from Holos University. Her early professional interests centered on communication and human connection. She found joy working as a newspaper photojournalist, where she had the opportunity to tell stories through images, before moving into work with the Multiple Sclerosis Society. There, planning events and serving as a compassionate listening ear for people facing difficult circumstances gave her another perspective on the importance of service.

When her children were young, Laurie made the decision to become a stay-at-home mother.

Even during that chapter, however, she remained active and engaged. She volunteered extensively while also managing bookkeeping responsibilities for the auto repair stations she and her husband, Steve, operated. Her connection to the automotive world eventually open the door to a completely different professional opportunity.

In 2006, a significant opportunity emerged around telematics and fleet technology. Laurie stepped into the growing operation and helped co-found USA Fleet Solutions. What began with roots in the local service station community in Reno ultimately evolved into a national enterprise serving a diverse range of customers.

Today, USA Fleet Solutions operates in partnership with Geotab, a global leader in connected transportation, alongside an extensive network of marketplace partners. The company serves clients ranging from small businesses to large commercial organizations and government entities, providing fleet intelligence designed to help customers better understand and manage their vehicles and operations.

For Laurie, however, the technology itself is only one part of the equation.

She believes the company's greatest strength is its people.

USA Fleet Solutions maintains a team of industry professionals who continually monitor rapid developments in telematics and fleet technology. Rather than applying a one-size-fits-all approach, the company works to understand the individual needs of each customer and customize solutions accordingly. That customization extends beyond initial implementation. Customers receive training, ongoing support, troubleshooting assistance, system setup, enhancements, and guidance designed to help them obtain the specific information their fleets require.

This people-centered approach reflects Laurie's fundamental philosophy that technology should make business more effective without making the customer experience more impersonal.

A Culture Where People Come First

The philosophy that has shaped Laurie's leadership is captured in a simple phrase: "real people helping real people."

When challenges arise, she expects her team to step forward for one another and for their customers. Clients are not simply directed toward an automated queue or a generic support number when they encounter a problem. Instead, USA Fleet Solutions provides dedicated account management and personal assistance tailored to each customer's circumstances.

For Laurie, that commitment to personal service has remained consistent from the beginning. Customers should know exactly where to turn when they have a question, need assistance, or encounter an unexpected hurdle.

That same philosophy applies internally.

Laurie believes a company cannot consistently provide exceptional customer service if it does not take exceptional care of its own people. At USA Fleet Solutions, she has cultivated a high-energy, family-oriented workplace where an “all hands on deck” mentality is part of everyday life.

The family dynamic is especially meaningful to Laurie because it extends beyond workplace culture. Two of her three children work alongside her in the business, while her third is pursuing a career as an aspiring performer in New York City.

Maintaining that sense of connection does not mean compromising professionalism. Laurie describes an environment that combines corporate precision with the closeness of a family, allowing employees to rely on one another while remaining focused on serving customers at a high level.

Continuous education is another important component. Because telematics technology evolves so rapidly, Laurie believes staying current cannot be treated as an occasional responsibility. USA Fleet Solutions invests significant time and energy in training so its team can understand emerging innovations and remain knowledgeable in their respective roles.

For Laurie, expertise creates confidence. When employees know they are experts in their field, they can approach customers with greater assurance and take pride in the work they perform.

The Right People In The Right Seats

Among the career advice that has influenced Laurie, one principle stands out: “Get the right butt in the right seat and you’re over half way there!”

For Laurie, placing the right person in the right role can transform both the individual and the organization. Sometimes that means moving people into different positions or reconsidering how responsibilities are distributed. The goal is to create an environment where people’s strengths can be fully utilized.

She also encourages what she calls “possibility thinking.”

Rather than allowing challenges to become sources of frustration, Laurie believes successful teams should focus on what can actually be done. What is needed? How can it happen? How can the team help?

That approach reinforces the collaborative culture she has established at USA Fleet Solutions. Problems become opportunities for people to work together towards a solution and for support.

Laurie also encourages professionals to remain connected to industry organizations. She believes no individual can know everything, and that professional communities offer opportunities to exchange ideas, learn from peers, and discover perspectives that may not be available within a single company.

Taking The Leap Before Feeling Completely Ready

Laurie's advice to young women entering business is equally direct: do not wait for the perfect moment.

She encourages women considering entrepreneurship or leadership to stop waiting until they feel completely qualified and instead be willing to step into opportunities that may initially feel intimidating.

When Laurie took the reins of the telematics operation, she did not have a traditional corporate blueprint or a business degree specifically focused on running a technology company. She saw an opportunity, recognized the potential for growth, and decided to move forward.

Her experience has reinforced her belief that people often learn by doing.

Laurie encourages women to trust their instincts, remain willing to learn, and have the confidence to take on challenges even when they do not have every answer at the outset.

Keeping Technology Human

The fleet technology industry presents both tremendous opportunities and significant challenges because innovation is moving at an extraordinary pace.

Laurie believes companies operating in telematics cannot afford to stand still. Fleet optimization technology can change rapidly, making continuous research, education, and training essential. Organizations that fail to keep learning risk falling behind developments that could affect how their customers operate.

Yet Laurie does not believe the answer is simply adopting the newest or most sophisticated technology. The value of fleet intelligence is not simply in collecting data. It is in helping customers access the information that matters to them and understand how to use it effectively.

That means sitting down with clients, listening to their concerns, understanding the challenges specific to their industry, and then determining how available technology can be configured to address those needs. USA Fleet Solutions therefore sees itself not merely as a technology vendor, but as a team of experts capable of helping customers navigate an increasingly complex technological landscape.

The distinction is important to Laurie. That is where technology and human service meet.

Leadership Rooted In Curiosity And Service

Outside the company, Laurie's interests reflect the same combination of curiosity, service, and care that defines her professional life.

Beyond her executive role, Laurie serves as an Advisory Board Member for the Help Save the Bees Foundation, pursuing her passions as a dedicated hobbyist beekeeper and organic gardener. Guided by a deep love for animals, she actively engages in rescue and fostering efforts, offering support to wildlife protection causes and local wild horse organizations in Nevada.

Her commitment to wellness is equally personal. Laurie enjoys activities such as yoga, ice plunges, breathwork, and hiking with her dogs—practices that help her maintain balance while managing the demands of leadership.

She emphasizes that women pursuing demanding careers should not neglect their own well-being. Running a business requires resilience and determination, but Laurie believes people cannot continually give to others without making time to replenish themselves.

Her approach to leadership ultimately comes back to the values she considers most important: integrity, honor, willingness, spirituality, service, love, effort, caring, enthusiasm, optimism, faith, trust, authenticity, courage, kindness, and generosity.

Those values provide a framework for how she approaches both business and life.

From her beginnings in journalism and community service to her work in automotive operations and her leadership of a national fleet intelligence company, Laurie's career has followed a path defined less by a predetermined plan than by curiosity, adaptability, and a willingness to answer the call when an opportunity arises.

At USA Fleet Solutions, she continues to pair technological expertise with personal connection, ensuring that innovation never comes at the expense of human relationships.

Whether she is helping optimize a fleet, supporting her team, tending a garden, caring for bees, or fostering an animal in need, Laurie Yarborough approaches each responsibility with the same underlying belief: success is most meaningful when it serves others.

Learn More about Laurie Yarborough:

Through her Influential Women profile, <https://influentialwomen.com/connect/laurie-yarborough> or through USA Fleet Solutions, <https://usafleetsolutions.com/>

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