



**AMERICAN STUDENT**  
TRANSPORTATION  
PARTNERS

# American Student Transportation Partners Leadership Biographies



# Tod Eskra

**PRESIDENT**



Tod Eskra is an exceptional leader who brings senior-level experience, strategy, and sales execution to high-performing roles across multiple industries, including student transportation services.

Tod's career started with Enterprise Fleet Management, where he served for more than 15 years as Assistant Corporate Vice President of Northeastern Operations. In 2012, he moved to ADP – Global Enterprise Solution as a Director, leading and coaching sales strategy in the national accounts space.

Tod entered student transportation in 2016, when he joined Student Transportation of America. There, he created and oversaw the industry's first asset light fleet management company for student transport, significantly expanding STA's footprint into new markets.

In 2020, Tod became Chief Operating Officer for WFF Facility Services & Clean-Tech Company, providing facilities management programs to educational institutions and large-scale commercial spaces nationwide. In 2021, WFF/Clean-Tech was acquired by HES Facilities Management, where he became Senior Vice President responsible for sales, marketing, and IT.

Tod now serves as President of ASTP, where his wealth of experience is leveraged in service to school districts seeking safe, efficient, reliable transportation programs. Tod holds a Bachelor of Science in Accounting from the University of Missouri.

# Phil Eades

**CHIEF OPERATING OFFICER**



Phil Eades is an accomplished logistics and transportation executive with a career spanning over three decades, specializing in service delivery, process improvement and operational excellence. He has consistently delivered exceptional results and has fostered high-performing and collaborative teams in dynamic corporate environments, including student transportation services.

Phil started his post-graduate career in the LTL Trucking business and then quickly joined Airborne Express/DHL, where he served for 18 years in various service delivery leadership roles, with increasing levels of responsibility. His last role at DHL was as the Regional Field Services Director of the Southwestern United States.

In 2009, Phil entered student transportation, joining First Student Inc. as Region Operations Manager for Western Pennsylvania and then Area General Manager. While at First, he helped drive process improvements and the implementation of key management initiatives and programs. In 2018, Phil was promoted to Region Vice President for the Southwestern U.S.

Recently, Phil was Senior Vice President of Transportation at ModivCare Inc, where he led a team of Non-Emergency Transportation professionals, responsible for providing service across 38 states.

Phil holds a Bachelor of Science in Business Administration from the University of Colorado, Boulder, where he graduated from the Leeds School of Business.

# Jim O'Brien

## CHIEF FINANCIAL OFFICER



Jim O'Brien is a financial executive who has served as Chief Financial Officer for several transportation and distribution logistics companies, providing critical involvement and oversight for integrating acquisitions and enabling revenue growth.

Jim first entered the logistics industry in 1988, serving for 10 years as a Senior Division Controller for Waste Management, Inc. He went on to hold various senior financial positions at Superior Services, Metalclad Corporation, and Stericycle, then served as CFO for several sponsor-backed companies before being brought in as a full-time operating partner by Blackstreet Capital.

In 2012, he joined Vectora Solutions, an asset-based third-party logistics provider. During his tenure as CFO, he facilitated the transition of the business model and oversaw the financial and operational integration of a roughly \$28 million project.

More recently, Jim served as CFO for Sunrise Transportation, a student transportation provider in the Midwestern and Northeastern United States. While at Sunrise Transportation, he was part of a management team that grew revenues significantly, then provided financial and legal oversight for the successful ownership exit in 2018.

Jim now serves as Chief Financial Officer for ASTP, leveraging 25 years of transportation experience in his current role.

Jim received a BA in Accounting from Loras College and pursued an MBA at Drake University and De Paul University. He volunteers at the St. Malachy School's Student Development Program and Loras College's Student Mentor Program.

# Jeff Ellis

## CHIEF PEOPLE OFFICER



Jeff Ellis is a leader and executive with broad industry experience in transportation, environmental services, health care, and utilities. He has served in multiple functional areas including human resources, safety and risk management, operations, and sales.

Jeff's career started in the environmental services industry where he held a range of responsibilities. Leveraging this experience, Jeff moved into a role as Senior Consultant for the environmental insurance unit of XL Capital Ltd, where he worked to help customers in the transportation, chemical, and environmental sectors improve their safety and risk management programs.

In 2005, Jeff was recruited to Student Transportation of America, serving as Corporate Director of HR, Risk Management & Safety. During his tenure, he spearheaded new leadership development and training programs and developed a corporate recruiting program that doubled driver candidates in key markets with shortages.

In 2008, Jeff was recruited to TransCare Inc., serving as Vice President, Human Resources, Risk Management & Safety, where he led employee engagement and process improvement initiatives.

In 2015, Jeff transitioned to the power generation and utilities business, then returned to transportation when he joined Krise. Today, he proudly serves as Chief People Office for ASTP.

Jeff earned a BS in Environmental Sciences at Wesley College and an MBA from Georgian Court University. He is a member of the Society for Human Resources Management and is a certified Senior Professional in Human Resource (SPHR) through HRCI.

# Ron Halley

**SENIOR VICE PRESIDENT  
OF FLEET & FACILITIES**



Ron Halley is an accomplished senior-level executive with 40 years of experience in the shipping and transportation services industry.

Ron started his career in 1991 as a package handler at United Parcel Services (UPS), working his way up to District Automotive Manager. In 2004, he served as a senior manager at FedEx Ground, where he was involved with a Hybrid/Hydraulic vehicle program. He was responsible for maintaining the line haul fleet, vehicle specifications, and fleet management. Ron and his team were responsible for advancements including technology, braking systems, and lighting systems, while working closely with vehicle and component manufacturers.

In 2010, Ron worked as the Director of Assets at Harsco Corporation, a global industrial company, where he was responsible for managing capital requirements and reducing fleet costs. Most recently, Ron worked as the Vice President of Fleet and Facilities for Student Transportation, Inc. He introduced electric buses throughout North America and was responsible for designing and coordinating maintenance processes at new facilities. He led the company's alternative fuel program, working closely with manufacturing and energy partners to expand lower-emissions vehicles.

As the Senior Vice President of Fleet and Facilities for ASTP, Ron leads electric bus integration, enhancement of maintenance processes and procedures, and management of our fleet into the future.

Ron graduated from Lincoln Technical Institute in Indianapolis and has a degree in Automotive and Diesel Technology.

# Richard Jerothe

VICE PRESIDENT OF INFORMATION  
SYSTEMS & TECHNOLOGY



Richard Jerothe is a seasoned IT Executive with over 37 years in managing technology within a multitude of industries including Transportation, Healthcare, Manufacturing, Consumer Products, and Pharmaceuticals. Specializing in developing stable technology operating models, Richard's experience helps organizations navigate transformational change, organizational realignment, and merger and acquisition activities.

In 1985, Richard's focus on technology began to take shape as he started work for IBM as a Systems Analyst while completing his Bachelor's Degree. He gained insight into technology management while working for American Cyanamid and Asea Brown Boveri. In 1996, Richard joined North Shore-LIJ Health System, where he provided core technology solutions for the healthcare industry while managing large-scale enterprise communications networks, storage systems, and data center operations.

In 2008, Richard became the Chief Information Officer of TransCare Corporation. He was responsible for company technologies that supported regional, urgent care, and paratransit transportation business operations. In 2015, Richard accepted a consulting opportunity as a Transitional Technology Officer for GPS Logic, where he assisted through an organizational realignment while helping to maintain the company's mobile technology product line.

After concluding the engagement with GPS Logic, Richard followed into another consultative role, this time with AAA Club Alliance. After successfully assisting AAA with an organizational realignment vis-a-vis M&A, he took on a permanent role as Managing Director of Infrastructure. Leading the Infrastructure Department, Richard maintained operational responsibility for core technologies supporting the Roadside Assistance, Car Care Services, Retail, Insurance, and Travel business lines.

Richard joined ASTP in April 2022, helping to deliver the company's technology initiatives.