

Robb Mariani

Both of Robb's grandfathers drove semi trucks. Early in his childhood, Robb became obsessed with American big rigs! His love of and skill for drawing trucks from his boyhood days, led him to art school. Robb carved a wide path in his professional design career, utilizing his talents through illustrating/animating video games; graphic design; and interior design. His game design career led him into the marketing and licensing side of the business. Robb landed a licensing deal with Dennis Anderson and his world-famous Grave Digger monster truck team. Soon he left the gaming world to become the marketing director for Grave Digger. It was that pivot point that eventually led Robb back to the world of semi-trucks.

With his truck-driving grandfathers' influence and his semi freak obsessions, it became Robb's driving force to bring the world's attention to the trucking industry through the TV camera lens. Robb's show, *American Trucker*, hit the airwaves and shot to #1 on the network on Thursday nights. Mariani profiled the - often thankless -job of truckers using his combination of trucking passion and high-energy. This resonated with the TV audience. From early trucking history, CDL school, finding Evel Knievel's lost Semi, NASCAR hauling, agriculture hauling, and the reality of trucking's deadly and dangerous side in white-out conditions on Donnor Pass – *American Trucker* pioneered truckingTV.

Robb, and his fellow producers, Bud Brutsman and Steve Beebe, have put much of the trucking industry "on-the-map" via the TV format. Outside of the *American Trucker* TV series, Robb has been a strong advocate for the trucking industry. He has represented some of the biggest names in the industry serving as a brand ambassador for Freightliner, Mack Trucks, and Cobra Electronics, among others. Robb is currently working on a new trucking TV series, and, if that wasn't enough, he and his long-time trucking buddy, Brad Wike, have launched SemiFreaks.com – a forum for all fellow SEMI FREAKS to hang out and talk trucking!

