



MEDIA RELEASE

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Mayor Jacobs Small Business Series Features VETsmart Logistics

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviewed Demetrice Hall, president and CEO of VETsmart Logistics, as part of his small business series.

Each week, the Mayor conducts interviews with small business owners, offering them the opportunity to talk about what they do; highlight their work; and share any future plans. A new vignette runs each Wednesday on the county and Mayor’s social media platforms. In November, the series focused on veteran-owned businesses in honor of National Veterans & Military Families Month. This is the final segment.

Hall served 24 years in the U.S. Air Force as a senior master sergeant where he led several multi-million-dollar projects in logistics, accountability, supply chain, and facility management for the Department of Defense.

Almost 20 years of that time was spent overseas where he traveled the world, yet the Knoxville native returned home to open his own business in November 2019.

“I always had a goal to come back to Knoxville and give back to where it all started for me,” said Hall, who attended Austin-East and Bearden high schools. “So, it’s good to come home.”

His Knoxville-based VETsmart Logistics does inventory management and freight services and his La Vergne-based VETsmart Express, which has 70 employees, partners with Amazon to run daily routes.

Mayor Jacobs and Hall talked in part about what the U.S. Air Force taught him about business.

“The main thing is leadership – the military pushed the leadership role very early, to learn how to work and deal with people from different cultures and backgrounds, which has helped me out a lot,” Hall said. “And it builds a tolerance for making way for a little bit of failure sometimes. Because you have to fail sometimes to succeed. In the military, you can plan a mission for months on end. When it’s time to enact, something will go wrong ultimately.”

To hear more of what was said, check out the [video](#).

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