



Alex Hupé

CAM 2024

Influencer Award

CAM's INFLUENCER AWARD celebrates a most accomplished and innovative young businessman or woman under 40 years of age who inspires change, innovations, and future thinking in our industry.

Alex Hupé is the embodiment of a promising young professional who has made extraordinary contributions to the moving industry.

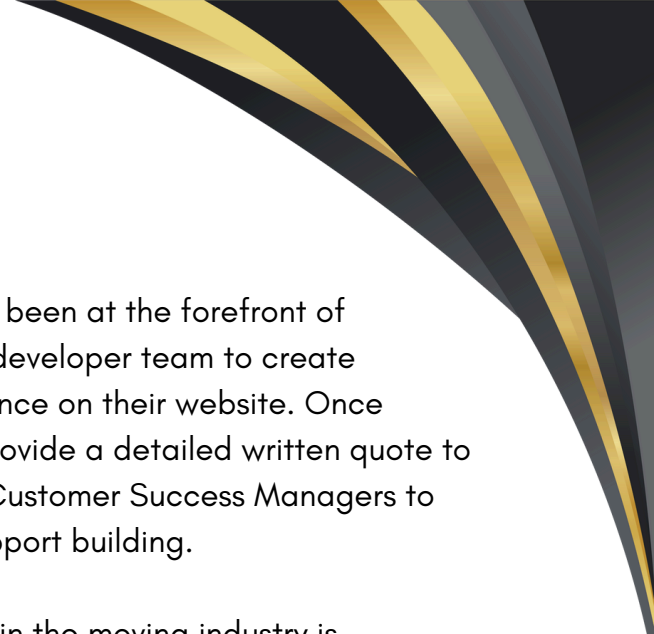
Alex is the owner of Shortline Moving, and his journey in the moving industry is nothing short of inspiring. In 2015, he embarked on this venture with a single truck, driven by a strong desire to give back to his community.

Over the years, under his leadership, Shortline has transformed into a market leader in Winnipeg's Moving, Storage, and Logistics space. It now boasts a fleet of 25 moving vehicles and a sprawling storage facility spanning over 50,000 square feet. Alex's unwavering commitment to business expansion is evident in this remarkable growth. Most recently, Shortline began a partnership with North American Van Lines, marking the company's foray into long-haul offerings.

Alex's influence goes beyond just running a successful business. He has become a positive role model for many, especially at-risk youth, who see him as a father figure and a leader in both their personal and professional lives.

As an Indigenous Entrepreneur, community engagement is at the heart of Alex's mission. Every Sunday, he walks with Bear Clan Patrol, an organization dedicated to enhancing safety in Winnipeg's North End. Outside of his volunteerism, Shortline supports various charitable initiatives, including the Main Street Project and the Dream Factory. Particularly commendable is Shortline's provision of free emergency moves to Willow Place Shelter, a refuge for women in abusive relationships. Their swift and discreet assistance in removing these women and their possessions during crucial moments is a testament to their dedication to community welfare.





In addition to community engagement, Shortline has also been at the forefront of technological innovation. In 2020, they commissioned a developer team to create proprietary technology that streamlines the sales experience on their website. Once complete, Shortlines Customer Success Managers can provide a detailed written quote to the customer in under 10 minutes. This allows Shortline's Customer Success Managers to spend more time focusing on customer questions and rapport building.

In conclusion, Alex's nomination for the Influencer Award in the moving industry is exceptionally well-deserved. His outstanding contributions to business growth, professional excellence, community service, and technological innovation exemplify the qualities desired by the Influencer Award.

Alex is not only a successful entrepreneur but also a role model, mentor, and dedicated community leader. His story and achievements serve as an inspiration to young professionals in the moving industry and beyond.