

Brian Cullen

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Overview

Brian is a well-respected and experienced transportation, logistics, and supply chain management attorney. He is a reliable and trusted resource for clients and acts as a natural extension of their company, providing solution-oriented counsel and valuable insights to their business, legal, and risk management matters.

His personal philosophy is grounded in understanding his client's business goals and providing clear and appropriately balanced counsel that assists his client in achieving those goals. It is this philosophy and his intricate knowledge of the transportation, logistics, & supply chain industry that sets him apart from other attorneys. He regularly delivers legal and risk management solutions to manufacturers, wholesalers, retailers, warehouse providers, distributors, ocean, air, rail, motor, and parcel carriers, logistics providers, and supply chain technology and e-commerce companies. Additionally, Brian brings invaluable industry insights with his prior experience working as in-house counsel at one of the top ten largest transportation & logistics companies in North America. Brian leverages this experience and understanding of the complexities of the supply chain environment to help clients navigate legal, risk, and compliance matters while maintaining an eye on providing his client with solutions that will also achieve operational efficiency, provide enhanced value to their customers, and positively impact the client's bottom line and grow their business.

Clients have continually trusted Brian with their most critically important transportation, logistics, & supply chain-related business matters. Throughout his career, Brian has counseled clients and negotiated multiple commercial agreements worth more than $1,000,000,000 annually. He has also strategically guided clients through very complex regulatory compliance matters that significantly impact his client's core business operations. When pressure or executive or board-level visibility are at its highest, clients have come to appreciate Brian's calmness under pressure, strategic thinking, responsiveness, and battle-tested leadership which have resulted in his clients achieving successful outcomes.

Brian also makes it a priority to proactively guide clients through the constantly evolving business and regulatory environment with the transportation, logistics and supply chain industry. Brian keeps abreast of the ever-changing technological landscape as the supply chain industry continually adopts new data-driven and business intelligence solutions, including artificial intelligence, enhanced visibility and tracking, dynamic pricing solutions, and electric, natural gas, and autonomous vehicles. Brian has also assisted clients understand the growing list of domestic and international regulations and sustainability strategies that seek to minimize or offset carbon and other greenhouse gas (GHG) emissions across all modes of transportation and forms of distribution. Further, Brian regularly advises clients on their nearshoring and U.S.- Mexico cross-border transportation opportunities and needs. When working within these new, upcoming areas within the industry, Brian anticipates the potential benefits and risks for his client's key business decision-makers and helps his clients develop smart strategies to overcome any risk-related challenges and strengthen his client's competitive position within the marketplace.

Outside the office, Brian's primary focus is spending quality time with his wife (a.k.a. "His Better Half") and three rambunctious yet wonderful children. Brian is a proud born and raised Chicago South Side Irishman and is an avid student of Irish history and culture.

Representative Matters

- Provided expedited regulatory due diligence for a private equity firm's acquisition of a freight brokerage having nearly $2 billion in annual revenue.

Credentials

EDUCATION

- Mitchell Hamline School of Law, J.D.
- University of Southern Indiana, MBA
- Saint John's University (Minnesota), B.A. in Management, Emphasis in Organizational Leadership

BAR & COURT ADMISSIONS

- Wisconsin
- U.S. District Court for the Eastern District of Wisconsin
- Oneida Judiciary – Oneida Nation (Wisconsin)

Awards & Recognition

- In his previous role, Brian was a recipient of an award for operational excellence for his efforts at finding a creative solution to transport new intermodal equipment during the 2021 supply chain crisis The solution was featured in the Wall Street Journal: https://www.wsj.com/articles/schneider-national-looks-to-charter-a-path-around-shipping-bottlenecks-1

Beyond the office

Favorite Quote

"Be yourself, everyone else is taken" – Oscar Wilde

Hobbies

Being outdoors, Irish history, cooking, and cheering on Chicago sports teams

Favorite Vacation Spot

Door County, Wisconsin

News & Insights

- FMCSA's New Motus System: What Every USDOT-Registered Entity Needs To Know and Do Before May 14th
  May 8, 2026 | Client Alerts & Insights
- FreightWaves Highlights Insight from Benesch's Brian Cullen on California's Diesel TRU Emissions Regulations
  April 14, 2026 | Media Mentions
- Increased CARB Enforcement of Diesel Transport Refrigeration Units (TRUs) Rocks Transporters and Receivers of Refrigerated Shipments in California
  March 25, 2026 | Client Alerts & Insights
- Jonathan R. Todd, Brian Cullen, and Robert Pleines, Jr. Publish Article in Star Carrier | New Emissions Environment & You
  September 3, 2025 | Contributed Content & Presentations

- Benesch Transportation & Logistics Attorneys Featured in Commercial Carrier Journal
  July 15, 2025 | Contributed Content & Presentations
- Jonathan R. Todd, Brian Cullen, and Robert Pleines, Jr. Publish Article in Commercial Carrier Journal | Trump's emissions rollback: What motor carriers & private fleets must know
  July 15, 2025 | Contributed Content & Presentations
- Trump's Emissions Rollback: What Motor Carriers & Private Fleets Must Know
  June 18, 2025 | Client Alerts & Insights
- Cargo Loss and Damage Liability in eVTOL and UAV Transportation
  June 12, 2025 | Client Alerts & Insights
- BREAKING: FMCSA Extends Comment Period for "Transparency in Property Broker Transactions" Notice of Proposed Rulemaking
  February 20, 2025 | Client Alerts & Insights
- Colorado LER Reporting Deadline Extended for Brokers, Motor Carriers, Freight Forwarders & Private Fleets
  January 31, 2025 | Contributed Content & Presentations