

NEWS & INSIGHTS

Denuclearization: AI Hiring Defense

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Billboard attorneys have a playbook. Hiring. Training. Supervision. These three attack vectors appear in virtually every trucking lawsuit.

Their weapon? A hired expert who claims your hiring failed to meet the “industry standard of care.” Opinion. Subjective. No data.

The defense that changes everything: AI-verified, objective, data-driven hiring decisions that make subjective expert testimony irrelevant.

Why It Matters

For decades, trucking litigation has been a battle of opinions. Their expert says your hiring was negligent. Your expert says it was reasonable. The jury decides based on who seems more credible. More persuasive. More impactful.

AI fundamentally changes this dynamic. When you can demonstrate that your hiring decision was based on objective analysis of driver attributes correlated with safety performance – both from your fleet and industry-wide databases — you transform from defending an opinion to presenting irrefutable evidence.

The Details

How AI-driven hiring works:

1. **Analyze your current drivers:** Identify the traits that correlate with the best safety records and retention.
2. **Apply that analysis to applicants:** How do their attributes match drivers who have proven safe in your fleet?
3. **Expand to industry databases:** Validate findings against broader data sets for dual-perspective defense.
4. **Add cognitive testing:** Not personality tests, but cognitive assessments that impact decision-making and safe performance.

The result: *“Analysis of this driver’s history at the time of hiring confirmed she had attributes demonstrating a history of safe operation for our fleet. Moreover, in analyzing her background with AI applied to an industry database, she was in the highest percentile of drivers who are prospectively safe.”*

Data. Objective. Not just one person’s subjective opinion. The script is flipped.

What to Watch

Bison Transport – perennially recognized as one of the safest fleets in North America – has adopted cognitive testing as part of its hiring process. Safety Director Garth Pitzel has documented how these assessments have positively impacted driver hiring and retention.

The carriers winning in 2026 are not just hiring better drivers – they are eliminating the expert opinion battle entirely by building defensible, data-verified hiring systems. You can [watch my interview with Pitzel here](#) or [listen to the podcast here](#).

The Bottom Line

Undermine the attack of billboard lawyers by applying AI data analysis for objective proof of safe hiring and meeting the standard of care. Proof that flips the script and denies the plaintiff one of their three vectors of attack.

If you have any questions about AI hiring and how it works to save trucking companies money, please [reach out to me at any time](#).

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