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# lanehub



## FOR IMMEDIATE RELEASE

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### Lanehub Hires Chandler Hall as Executive Vice President and Chief Operating Officer

**Green Bay, Wis.** – Lanehub Inc. today announced the hiring of Chandler Hall as its Executive Vice President & Chief Operating Officer. As part of the executive leadership team at Lanehub, Chandler is accountable for the successful realization of value from collaboration for Lanehub’s shipper and carrier members. Chandler oversees the services organization and the people, processes, and tools leveraged to create and sustain wins for Lanehub’s rapidly growing membership.

Chandler has spent nearly twenty years helping companies maximize the value and strategic impact of their supplier relationships. He has led the development and application of techniques and optimization-enabled software that have created collaborations resulting in billions of dollars in value. His transportation sourcing and solution management experience spans all modes of transportation and various industries globally earning him several industry awards—most recently being named a 2017 “Rock Star of the Supply Chain” by *Food Logistics*. In addition to software and consulting leadership roles, he was accountable for the success, long-term retention, and growth of BravoSolution’s Americas-based customers. Chandler graduated magna cum laude from Cornell University after studying Operations Research & Industrial Engineering, and followed that with a Master of Engineering degree in Operations Research & Financial Engineering, also from Cornell. Lanehub’s CEO, Mark Hackl, commented, “We are thrilled to be at a point in our growth to be able to add a leader of Chandler’s experience and caliber, and we look forward to the benefits that this will bring to our members.”

Since its initial launch in the Fall of 2016, Lanehub has steadily grown its community of both shippers and carriers. With the recent dynamic market for truckload freight in the US, adoption is increasing rapidly and Lanehub is expanding its team and solution scope in order to meet the new demand for its services. According to Tim Pearson, Senior Director of Transportation at Pactiv, “Lanehub has allowed us to accelerate our mission of more efficiently leveraging our entire truckload network by effectively partnering with other shippers.” It’s this heavily sought-

after value proposition that convinced Chandler to come on board. “After spending much of my career working to improve collaboration via strategic sourcing, I was looking for a way to achieve similar benefits continuously on a broader scale rather than through resource-intensive projects, and that’s what Lanehub delivers to the US transportation market,” he said.

Lanehub reduces costs and increases efficiencies for both shippers and carriers by connecting them via a “social network” that allows them to easily find the most impactful lane synergies with their peers. Truckload shippers and fleet operators use Lanehub’s unique cloud-based technology to identify, implement, and sustain reliable, lower cost capacity solutions. Lanehub automatically matches their networks with those of other members to determine whom they should partner with and how, and then monitors the results for all parties. Simple, transparent, and lasting collaboration that allows companies to Ship Better—Together.