



For Immediate Release

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**Banyan Technology Names Brian Smith as
Chief Executive Officer**

ELYRIA, Ohio--([EON: Enhanced Online News](#))--Lance Healy, Co-Founder and Chief Innovation Officer at Banyan Technology, announced today the appointment of Brian Smith as Chief Executive Officer. Smith brings more than two decades of "C-suite" experience to Banyan Technology.

"This is an exciting time to have an experienced leader like Brian take over management of the company," Healy explained. "The need for live, instant connectivity in the logistics industry has grown exponentially since I started the company in 2001, and so have we, with 27,000 unique users and 1,000 more carrier connections than our closest competitor."

"We're poised to capitalize on these competitive advantages," added Banyan Technology's Board Chairman, Mike Kennedy. "Brian's track record of translating vision and strategy into world-class execution is precisely what Banyan Technology needs to combine these advantages with the teams and processes necessary to drive results for our customers and enhance our performance."

Prior to joining Banyan Technology, Smith served as President & CEO of Proforma, an international distributor of custom printed and promotional products. Over the course of two decades at Proforma, Smith helped grow the company from \$40 million to \$400 million in annual revenue.

"I joined Banyan because I want to be part of an amazing technology company with a proven track record and high potential for fast growth," Smith said. "Since 2001, Banyan has been far ahead of the curve in terms of leveraging Application Program Interface (API) technology for the real-time exchange of data.

"The transportation and logistics industries are beginning to appreciate the limitations of older, static tables and Electronic Data Interchange (EDI)

technology. We intend to continue to lead the evolution to live connectivity," he continued. "The beauty of our technology is that shippers, brokers, and 3PLs can attach it to existing transportation management systems — or use ours —to achieve industry-leading financial results without significant investment."

Smith resides in Westlake, Ohio with his wife, Justine, and their children.

Banyan Technology is North America's leading provider of live carrier and API connectivity for transportation management. With more than 1,300 carrier connections, Banyan Technology provides commercial shippers, brokers, and 3PLs with unparalleled access to carrier data. These connections boost efficiency, improve visibility, and deliver permanent reductions in shipping costs.

For more information, contact Kaity Huff, Marketing Manager, at Banyan Technology.