



**FOR IMMEDIATE RELEASE**

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**Banyan Technology Announces the Addition of John Powless to Lead Strategic Business Development**

**Cleveland, Ohio**—Banyan Technology, the industry leader in live carrier connectivity, today announced the addition of John Powless as Senior Vice President of Strategic Business Development. John will serve a key role for Banyan Technology as the company looks to his experience to help drive strategic partnerships.

John comes to Banyan Technology after an extensive career at Pitney Bowes where he served in multiple roles and, most recently, was the Director of Business Development of the Global Ecommerce Logistics group. John brings a successful track record of identifying and developing strategic technology and market partners for e-commerce, API and cloud-delivered services.

John's appointment comes on the heels of Banyan Technology announcing their expansion on the industry-first multi-modal TMS platform built on live carrier connectivity. This expansion, and the addition of John, demonstrates Banyan Technology's continuing commitment to provide world-class business solutions through live connectivity with freight carriers.

At Banyan, John will join Lance Healy, Banyan's co-founder and Chief Innovation Officer, in the cultivation, development, and implementation of key channel partners supporting Banyan's multi-modal platform strategy. Banyan Technology's management believes John's experience and drive will accelerate Banyan's growth in strategic partnerships.

"I am very pleased to welcome John to the team," said Brian Smith, CEO of Banyan Technology. "We are looking forward to John leveraging his vast skills and experience

to grow Banyan Technology through strategic development. We see John's appointment expanding our delivery of live carrier connections to additional strategic technology partners in the logistics market."

John and his wife will continue to reside in Wisconsin where he attended the University of Wisconsin-Madison and Carthage College in Kenosha, Wisconsin.

### **About Banyan Technology**

Banyan Technology is North America's leading provider of live carrier and API connectivity for transportation management. With more than 1,400 parcel, LTL, volume, and full truckload carrier connections and 28,000 client locations accessing the application, 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 on Banyan Technology, [visit our website](#).

For more information about Banyan Technology, contact Kaity Huff, Marketing Manager — (800) 835-1274.