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DAT Solutions Executive, Bert Goo, Joins AscendTMS As Executive Vice President Of Partnerships.

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InMotion Global, Inc. announced today that Bert Goo, one of the logistics industry's most recognizable names and well-known executives, has joined AscendTMS, the world's most popular and number one rated transportation management software (TMS) company, as Executive Vice President of Partnerships.

Bert spent over 18 years at DAT Solutions, helping to steer them to industry dominance in load matching, freight rate services, fleet compliance, and the formation of the industry's first and only freight futures market.

At AscendTMS, Bert will oversee all partnership operations and the channel marketing program, working closely with Tim Higham, AscendTMS' founder and CEO.

Tim Higham, president and CEO of InMotion Global, Inc. said, "Bert was the proverbial executive gatekeeper at DAT, and he knows almost every CEO and leader in the logistics space. He's one of the most well-known and well-liked operational executives in logistics today, holding immense credibility and respect for what he's done at DAT in his almost two decades of loyal service there. Bert could literally have gone anywhere he wanted in logistics - so we're truly honored that he chose AscendTMS as his new long-term home."

Bert Goo stated, "While at DAT I closely watched AscendTMS grow quickly over several years. They've become the de-facto leader in the cloud TMS space for the 90% of the logistics market that's been woefully underserved by existing TMS technology. During that journey, I've seen AscendTMS become highly profitable, become the number one rated TMS software by real TMS users, and they've become the standard bearer as the lowest cost, most powerful, cloud TMS technology available to the masses. I'm truly excited to work closely with the many existing AscendTMS partners to develop powerful programs for them that drive immense value for all parties, and to help move this huge industry toward a more digital future."



Higham continued, “I encourage the many existing AscendTMS partners, and any new potential partners, to personally reach out to Bert to welcome him to the AscendTMS family. We want to work closely with those industry leaders that share our clear vision of a digitally connected logistics market.”

About InMotion Global:

InMotion Global, Inc. provides the free, award-winning, patent-pending Transportation Management System, AscendTMS®, to freight shippers, freight brokers, and trucking companies. AscendTMS® is used by thousands of companies in 19 countries, from small single-person logistics operations to multi-billion dollar international corporations, and can manage any logistics operation. AscendTMS® is 100% free to use for the Basic system, requires no upfront fees, no annual license cost, requires no downloads or installations, is mobile certified, and provides full enterprise level TMS features to manage and operate any logistics operation. AscendTMS® is the world’s leading cloud based freight brokerage software, trucking software, and shipping software, and ranked as the number one TMS software by Crowd Reviews, Capterra, and Software Advice (a Gartner company). AscendTMS® is the world’s fastest growing and most widely used TMS solution. InMotion Global, Inc. is headquartered in Brandon, Florida. Learn more at www.TheFreeTMS.com or at www.InMotionGlobal.com.

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