



Company Overview

Banyan Technology is the leading live carrier and freight pricing technology provider in the transportation and logistics industry. Our adaptability and innovative new features of our **LIVE Connect™** system cater to our clients' most pressing needs. Freight management solutions include over-the-road capabilities in less-than-truckload (LTL), truckload (TL), parcel and final mile shipping.

Established in 2001, Banyan Technology is a leading transportation logistics SaaS solutions company that provides API carrier connections to shippers, brokers, forwarders, and 3PLs. Banyan has experienced significant growth over the past several years, consistently being named to Inc. Magazine's Inc. 5000 list of the fastest growing private companies.

We have established a strategy for powerful and positive growth that includes a "client centric" approach to business by putting the right systems and people in place to positively impact the businesses of our customers and technology partners.

Fueled by those powerful resources, we are well positioned to remain at the forefront of the shipping industry. We continue to develop innovative tools and push the limits of technology to maximize visibility, transparency, and freight spend management.

Today, Banyan serves more than 2,000 clients and end customers with more than 30,000 users, processing more than 2 million freight transactions per year through our exclusive data connectivity platform, **LIVE Connect™**.

Banyan has been consistently recognized for its steadfast growth and top-performing freight pricing technology by being named to the INC. 5000, FreightTech 100, and Weatherhead 100 lists.





Meet Our Leadership Team

Banyan Technology's senior leadership team includes a well-seasoned and adaptive group of professionals. Our dynamic leaders were handpicked to bring specific talent to the team.

Brian Smith, Chief Executive Officer

Brian has a proven track record of translating vision into results-oriented execution. As CEO of Banyan Technology, he leads the company in developing new solution features and industry partnerships that optimize Banyan's live carrier and API connectivity capabilities.



Since joining Banyan, Brian has quickly positioned the company to lead an industry revolution – displacing decades-old technology for live connectivity that helps shippers, brokers and 3PLs boost efficiency and deliver permanent reductions in shipping costs. Additionally, Brian has spearheaded an acceleration in hiring across all departments, supported a full company rebrand and secured over \$10 million in equity funding and financing.

He previously served as president and chief operating officer of Proforma, an international distributor of custom printed and promotional products, where he helped grow the company from \$40 million to \$400 million in annual revenue over the course of two decades.

Brian is a graduate of John Carroll University, where he earned his bachelor's degree in business administration.

Lynn Caldwell, Chief Strategy Officer

As the Chief Strategy Officer for Banyan Technology, Lynn is in charge of the company's growth strategy. She has developed short- and long-term revenue-building goals for the company and working alongside Brian Smith, has developed a plan to ensure Banyan hits each metric and projection. Lynn also helps to manage the company's contract negotiations, communications, presentations, and works directly with the marketing team to ensure all company initiatives are in line with Banyan's revenue and growth goals.

With more than 30 years in transportation, supply chain and logistics experience, Lynn is well-versed in all facets of the industry, including sales management, operations, freight, software implementation as well as building relationships with 3PLs, shippers and carriers. Lynn understands how to drive profit and excels at building and developing strong client partnerships for long-term growth.

Lynn earned her bachelor's degree in business from Lindenwood University while working her way up the corporate ladder and raising two children. She credits her resolve, drive, perseverance, management skills and ability to effectively multitask to her experience working full-time as a single mother and student.





Deanna Castello, Director of Marketing

Deanna is the Director of Marketing for Banyan Technology. She is focused on developing stand-out marketing that creates relevant and engaging user experiences to influence action and help customers realize their full business potential. Deanna manages the overall brand and marketing presence for Banyan including strategic programs in digital marketing, social media, lead generation, public relations, and event presence.

Deanna has spent the majority of her career in marketing leadership positions at the senior level, building talent and resources to drive company revenue and growth. She holds both bachelor's and master's degrees in Business Administration from Cleveland State University.

Jason Heckman, Chief Technology Officer

Jason is Banyan Technology's Chief Technology Officer and is responsible for leading the technology team in the development of scalable, secure, and efficient platforms to meet the growing needs of the organization. He also leads the platform development teams and quality assurance teams, as well as the company's infrastructure planning.

Prior to joining Banyan, Jason worked at Safeguard Properties, first as the director of mobile applications before being promoted to assistant vice president. He also previously held the role of director of application development and business intelligence at Revol Wireless.

Jason holds a bachelor's degree in business management, with a management information systems concentration, from Case Western Reserve University.



Alan Minton, Chief Revenue Officer

Alan Minton is Banyan Technology's Chief Revenue Officer. He is responsible for leading all aspects of revenue generation activities with a focus on sales and account management at Banyan. He has more than 25 years of experience creating and executing corporate strategy, as well as sales and marketing programs that deliver consistent profitable growth and shareholder value.

Alan has significant expertise in developing and leading successful business development and account management teams and has been successful at creating marketing campaigns that grow revenue, increase brand value, and strengthen customer relationships. He is a requested public speaker, conference presenter and industry commentator. Alan's career combines executive leadership of a federal agency, international expansion of a marketing communications firm, entrepreneurial growth of a technology company and strategic guidance of an IT consulting firm. He is a 1989 graduate of Miami University with a degree in political science.





Megan Varney, Director of Operations/Product Development

As the Director of Product Development, Megan leads Banyan Technology's organizational efforts to develop and deploy new features and ensure their functionality. With more than 16 years of product management experience, she offers strategic insight on customer trends and requirements and implements business intelligence to drive project success. Megan oversees Client Onboarding and Implementation and the Client Services teams. She holds a bachelor's degree from Bowling Green State University.

Teresa Waldron, Director of Business Development

Teresa is the Director of the Business Development team that consists of our Business Development Managers and Support Staff. She leads the Business Development team to provide existing clients with the best customer experience at Banyan, along with offering solutions to help them grow their businesses. Teresa also develops new opportunities and leads the team to utilizing our resources to offer the best Banyan solutions to our clients.

Teresa has more than 26 years of transportation and logistics experience. She began her career in customer service and has held many other positions from corporate sales support, quality and training development, customer support manager to quality support for an inside sales team. She then moved into being strategic account manager in the corporate 3PL vertical where she positioned multiple services to penetrate her clients' needs and successful growth in her territory year over year.





Meet Our Subject Matter Experts

Banyan Technology prides itself on hiring the right people in the right positions. When you are looking for article sources, contact Banyan for expertise in the supply chain, technology solutions, logistics, or all modes of shipping. We have subject matter experts who can offer information and perspective on the challenges, successes, opportunities, and trends within the industry. Our experts include:



John Gray, Sales Director

John is a Sales Director at Banyan Technology and has 37 years of supply-chain management experience primarily in the solutions area. In his role at Banyan, he helps clients realize the benefits of a technology solution that simplifies the carrier selection process for their employees and their customers, minimizes their transportation spend, and streamlines back-office functions freeing their employees to work on other customer-focused tasks and operational optimizing projects.

Prior to joining Banyan, John's career was spent at UPS, mostly in Customer Solutions but also in other technology and supply chain roles. He spent 22 years as a supply chain consultant helping customers realize cost savings and process improvement through the implementation of technology at various stages of the order to cash cycle. He also guided customers through complex analysis of their supply chain data to show improved ways to use contracted services to achieve cost savings goals.



Chris Jones, Business Development Representative

Chris is a Business Development Representative at Banyan Technology and has 20 years of experience in logistics and transportation. In his role at Banyan, he offers client supports to help them realize the benefits of a technology solution that simplifies the carrier selection process. Chris has experience working on the shipper, carrier and service side of logistics and transportation. He is passionate about serving the customer and believes work should be a fun, inspiring, and fulfilling part of life. Chris enjoys combining his problem-solving, creative, and collaborative characteristics to deliver data-driven, meaningful and profitable results. Prior to joining Banyan, Chris was a Client Account Manager for RateLinx and worked his way up to Transportation Manager for Invacare Corp. He has a bachelor's degree in Operations Management and Supervision and a master's degree in Business Administration from Cleveland State University.



Steve Leggett, Jr., Solutions Engineer

Steve is the Solutions Engineer at Banyan Technology and has been in the freight and logistics industry for more than 26 years. Prior to his position at Banyan, Steve built a strong manufacturing background with 20 years of experience in roles in the Supply Chain, Product Support, and Manufacturing. During his career, Steve has been successful in sharpening his skills in B2B negotiating, cost reduction, budget attainment, leadership, 5S exercises, LEAN Manufacturing, Process implementation.



Renee Rubino, Sales Director

Renee is a Sales Director at Banyan Technology and has 32 years of supply-chain management experience primarily on the LTL asset-side of the business. In her role at Banyan, she helps clients realize the benefits of a technology solution that simplifies the carrier selection process for their employees and their customers, minimizes their transportation spend, and streamlines back-office functions freeing their employees to work on other customer-focused tasks and operational optimizing projects.

Prior to joining Banyan, Renee's career was split between project management and sales. She spent 14 years as a project manager automating and streamlining back-office functions, developing new niche services, transforming international capabilities and solutions, and creating an optimized sales structure and tools before transitioning into Sales. Renee started her sales career as a Special Services Account Manager positioning niche services such as expedited, TL, airfreight, retail, and international solutions to help customers level the playing field and effectively manage their working capital. She then moved to corporate account management where she specialized in 3PL account penetration and market-channel growth.



Rhonda Schneider, Business Development Support Manager

Rhonda is a Business Development Support Manager at Banyan Technology and has been in the freight and logistics industry for more than 10 years. She has extensive experience in account management and support, freight bill auditing solutions, and technical support for API, Web Services and EDI. Rhonda also is well-versed in building strong customer relationships and formulating customer focused solutions. Prior to working at Banyan, Rhonda spent more than 20 years in the retail hardware industry and developed experience in accounting, sales and building strong customer relationships.



As North America's leading provider of live carrier and API connectivity for over-the-road (OTR) transportation and freight management, Banyan Technology provides real-time intel, actionable insights, and instant access to information that drives greater operational efficiencies and creates significant value for your bottom line. Continuously innovating our flexible solution, we facilitate a unified force - connecting shippers, 3PLs, carriers and supply chain partners and empower everyone with unprecedented intelligence and actionability.

Press Releases and Media Coverage

To view our most-recent news, please scan the QR Code below with your mobile device

- Banyan Technology Patent
- QuickShip™ and Load Import Tool™
- Entrepreneurial Operating System

Social Media

Connect with us on the following social media channels by scanning the QR code.

- LinkedIn
- Facebook
- Twitter
- YouTube

Blog and White Papers

Learn more about our insights on the industry and our top-performing technology on our blog, in our whitepapers and other online resources by scanning the QR code.

Webinar Series

Banyan Technology launched its webinar series at the end of 2021 to provide timely, relevant information on the supply chain, logistics and shipping industry, in addition to updates to **LIVE Connect™**, Banyan's freight-pricing technology platform. To view recordings of past webinars, scan the QR code.

