

## **Zonar Announces Key Leadership Changes to Support Rapid Growth and Business Development**

*Executive Team Expands with Promotions of McKinsey, Amazon, Starbucks and T-Mobile Veterans*

Seattle Wash. – ([PRWEB](#)) February 25, 2016 -- [Zonar](#), a leading transportation technology company, announced today the appointment of four key new executives from world-class companies: McKinsey & Company, Amazon, Starbucks and T-Mobile.

Brett Brinton, Zonar's co-founder, moves to CEO from President/CEO and will continue to oversee the company's overarching vision, financial management and sales growth as he assumes a more traditional role as CEO.

Ian McKerlich moves to President from Chief Strategy Officer and is responsible for Zonar's day-to-day operations, implementing the company strategy and product delivery. Prior to joining Zonar, McKerlich was vice president of product at RootMetrics, the global leader in network performance management and analytics. Prior, McKerlich was vice president of product management at T-Mobile and was responsible for services and apps. Earlier in his career, McKerlich was a consultant with McKinsey & Company and a general manager at RealNetworks.

Vanessa Haughton moves to Chief Marketing Officer from VP Marketing and is responsible for brand management, demand generation, product marketing, corporate events and media relations. Before joining Zonar, Haughton lead Amazon Web Services (AWS) North America Field Marketing Team where she helped grow AWS to a \$5 billion business. Prior, Haughton managed an emerging product team at FedEx responsible for developing new SaaS products.

Paul Kemp moves to Chief People Officer from Chief Talent Officer and is developing a strategic human capital plan that ensures total rewards, professional development, recruitment and retention are all aligned with Zonar's strategic objectives and goals. Prior to joining Zonar, Kemp had over 20 years of recruiting leadership experience having had previous roles as a recruiting manager at Starbucks and director of recruiting at Motricity where he drove recruiting during the company's hyper-growth and subsequent IPO.

Larry Jordan joins Zonar as VP Product Management and is responsible for managing all products across the entire lifecycle. Jordan has led product management organizations in technology fields for the last 20 years, including director roles at T-Mobile, Yahoo, and Nuance Communications. Jordan has also held executive level product and marketing positions at smaller private companies.

“This is such an exciting time for Zonar and the connected transportation industry; technology is transforming these markets, opening new opportunities through intelligent and actionable data, and we are proud to help lead the way,” said Brett Brinton, co-founder and CEO of Zonar Systems. “As we shift gears in 2016, these powerful new leaders on the executive team bring decades of experience and impressive track records that will play a critical role in sustaining and building the hyper growth that the company has experienced over the past few years.”

About Zonar



Zonar is a transportation technology company that helps public and private fleet managers improve regulatory compliance, increase fleet efficiency and improve safety. Fleets utilize Zonar's solutions to capture vehicle and GPS-related data that integrate with other backend systems or are viewed through Zonar's web-based Ground Traffic Control application. The telematics platform includes an onboard system that captures data directly from the vehicle's engine and sub-systems, as well as external GPS satellite data. In conjunction with the telematics platform, the mobile platform includes user-enabled devices that capture information supplied by a driver, operator or rider. Identifying the right data for a fleet's specific needs is an important step in the process. Zonar helps fleets determine their data and telematics needs and create information streams that improve decision-making. For more information about Zonar Systems, go to [www.zonarsystems.com](http://www.zonarsystems.com)



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