

Transflo Welcomes Michael Southworth as Company President

Technology veteran to lead Transflo's continued push for industry-wide digital transformation

TAMPA, Fla. ([PRWEB](#)) November 19, 2020 -- [Transflo](#), a mobile and cloud-based technology provider for the transportation industry, announced today the appointment of Michael Southworth as the company's president. Southworth will leverage a deep background in artificial intelligence and automation technologies to reinforce Transflo's digital transformation initiatives for the supply chain.

Southworth joins Transflo during a critical time in which the essential nature of the trucking and logistics industries has been magnified due to the coronavirus pandemic. In his position, he will play a key role in advancing Transflo's market-leading mobile and data intelligence solutions and driving commercial initiatives to scale the business. Prior to joining Transflo, Southworth led the Intelligent Self-Service business at Verint Systems where he focused on developing conversational artificial intelligence and advanced analytics solutions to improve customer engagement and reduce fraud.

“Michael's deep expertise in emerging technology and mobility provides the perfect puzzle piece that Transflo needs to transform the supply chain for the twenty-first century,” said Transflo CEO Frank Adelman. “We are thrilled to have him join our leadership team and advance the company toward a streamlined, digital future.”

Transflo recently joined forces with [Microdea](#), a leader in document management and workflow automation solutions for the transportation and logistics industry. The merger helps support the fast-growing demand for digitized workflows within the transportation supply chain.

In 2020, the company expects to process over 100 million freight loads through its cloud-based digital collaboration platform, providing shippers, brokers/3PLs, carriers, and drivers end-to-end visibility, document intelligence, mobile connectivity, digital tendering, and payment automation.

To learn more about Transflo, go to www.transflo.com.

About Transflo

Transflo® by Pegasus TransTech is a leading mobile, telematics, and business process automation provider to the transportation industry in the United States and Canada. Transflo's mobile and cloud-based technologies deliver real-time communications to fleets, brokers, shippers, and commercial vehicle drivers, and digitize 800 million shipping documents a year, representing approximately \$84 billion in freight bills. Organizations throughout the Transflo client and partner network use the solution suite and digital platforms to increase efficiency, improve cash flow, and reduce costs. Headquartered in Tampa, Florida, USA, Transflo is setting the pace for innovation in transportation software. For more information, visit www.transflo.com.



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