

## **Zonar Announces New Executive Appointment: Ian McKerlich, Chief Strategy Officer**

### *Management Team Expanded to Support Rapid Growth and Business Development*

Seattle Wash. ([PRWEB](#)) December 09, 2015 -- Zonar, a leading transportation technology company, announced today Ian McKerlich has joined Zonar as chief strategy officer.

As CSO, McKerlich will be responsible for driving Zonar's corporate strategy and product delivery. McKerlich brings a strong track record in technology-based growth businesses including mobile and platform solutions to Zonar. McKerlich will work closely with Zonar's customers and partners to understand their business demands and align Zonar's product development strategy to meet their needs now and in the future. McKerlich has deep expertise in the analytics and mobile industries and over 20 years' experience in leadership roles across a range of growth and technology companies.

"Zonar is in a mode of hyper-growth. Ian's wealth of expertise in mobile, product and business strategy is exactly what we need to help drive our company to the next level," said Brett Brinton, co-founder and CEO of Zonar Systems. "Ian is a technology visionary, but understands the importance of meaningful, impactful innovation. Ian is the perfect fit to apply innovation to catalyze what our customers are able to achieve with Zonar technology."

"Since before the term "Internet of things" was invented, the Zonar team was combining technology and mobility to create connected intelligence solutions to help transportation companies operate more safely and efficiently – making our roads safer and helping Zonar customers save time and money," said Ian McKerlich, chief strategy officer at Zonar Systems. "I'm excited to be part of the team at Zonar and help in its next phase of growth."

Prior to joining Zonar, McKerlich was vice president of product at RootMetrics, the global leader in network performance management and analytics. In that role, he was responsible for strategy and product development. Before RootMetrics, 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 and Company and a general manager at RealNetworks. McKerlich earned an MBA from Harvard a degree in electrical engineering from the University of British Columbia.

#### 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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