

Zonar Appoints Michael Gould to President and CEO

Previously chief operating officer, Gould brings decades of experience driving enterprise-wide digital transformation, talent planning, and strategy execution

SEATTLE ([PRWEB](#)) August 09, 2023 -- [Zonar](#), the leader in smart mobility solutions, today announced a key transition within its executive team with the appointment of Michael Gould to president and CEO. With more than 20 years of experience leading teams in SaaS based businesses, consulting, transportation, and product engineering, Gould brings expertise in sales, strategy, supply chain oversight, and project execution to this executive position.

Gould comes to this new role after nearly five years as chief operating officer. He currently serves on the board of directors for Radiant Logistics, a publicly traded third party logistics provider. Prior to Zonar, Gould led the North American technology consulting organization for Oracle. As general manager, he was responsible for solution development, project execution, recruiting and training of consultants, and more. Before that, Gould was vice president and general manager for Hewlett-Packard's America's consulting business.

"I'm honored to have the opportunity to elevate the impact Zonar has had on commercial transportation operations designed around safety, regulatory compliance, and efficiency," said Gould. "We are well-positioned to continue to drive the evolution of advanced technology and the best possible service for our customers."

As president and CEO, Gould will be responsible for the strategic growth of Zonar in the pupil, transit, freight, and vocational markets, as well as the long legacy of embedded OEM technology. He will continue his commitment to elevating support for student passengers, commuters, long-haul drivers, and other operators behind the wheel, putting the efficiency and effectiveness of services at the forefront while upholding safety and compliance standards.

This executive move follows the recent addition of Chris McFadden as senior vice president of finance at Zonar. Prior to joining Zonar, Chris served in a number of roles of increasing scope at Amazon, including chief financial officer of the Amazon robotics division and director of operations and strategy for packaging innovation. Chris brings his experience building world-class financial organizations to Zonar to drive high-impact results in connected transportation.

About Zonar

Founded in 2001, Zonar has pioneered smart mobility solutions throughout vocational, pupil, mass transit, and commercial trucking industries. The Zonar mission is to enhance the safety, performance, and success of our customers by transforming the delivery of innovative insights for commercial fleets around the world. Zonar achieves this by helping fleets of all sizes maximize the use of their assets with solutions dedicated to improving compliance, efficiency, maintenance, ridership visibility, safety, and tracking. Cloud-based services with open APIs drive Zonar smart mobility solutions by making it easy for fleet owners and managers to stay connected to their fleets and drivers and operators to dispatch. Headquartered in Seattle and part of the Continental family, Zonar also has a Technology Development Center in downtown Seattle and a distribution center in West Chicago.

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