



Sarita Benjamin

Sr. Director, Shipper Segment Growth

Sarita Benjamin leads the Shipper Segment at DAT Freight & Analytics, where she helps shippers solve complex freight challenges through data-driven tools that improve efficiency, reduce costs, and support smarter decision-making.

She brings over 15 years of experience in product strategy, technology development, and operations. Before leading the shipper segment, Sarita was Senior Director of Product Management at DAT, where she shaped solutions for carriers, brokers, and shippers. She also held leadership roles at Fortune 500 companies, including Intel, driving initiatives that improved operational efficiency and EBITDA margins.

Sarita holds a master's degree in Electrical and Computer Engineering from Fairleigh Dickinson University and a master's certificate in Product Management from George Washington University.

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