



Jeff Hopper

Chief Marketing Officer

Jeff joined DAT in 2019 and brings a strong track record of delivering growth and powerful brands through customer-driven innovation. Before joining DAT, Jeff led marketing and strategy at Intel Sports and served as Managing Director at Ziba Design and Chief Marketing Officer for T-Mobile and Polaroid. He has been on the forward edge of digital transformation, leading market innovation in web services, media, mobile/wireless, imaging, and innovation in digital marketing.

Jeff received his Bachelor of Science in Computer Information Systems from Chapman College and is a United States Marine Corps Veteran. He was awarded Top 100 Marketing Executive by Advertising Age.

Our leaders represent our core values and are on a mission to improve lives through supply chain innovation. [Learn more at DAT.com](https://www.dat.com).