



## **Alec Linton**

### **Sr. Director, User Experience**

Alec Linton is the Senior Director of User Experience at DAT Freight & Analytics, leading UX design and research to enhance how customers interact with DAT's products. With 15 years of experience in digital product development, he specializes in user-centered design, product strategy, and customer-driven innovation.

Before joining DAT, Alec led UX, Product Management, and Technical teams at a Fortune 100 telecommunications company where he identified new revenue opportunities and optimized the self-service web platform to drive significant ARR growth. He also played a key role in digital product strategy and user experience design at General Motors, delivering GM's first Apple Watch app to extend driver-to-vehicle connectivity.

Alec studied Fine Art at Wayne State University.

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