



## **John Xiao**

### **Vice President of Data Engineering**

John Xiao serves as the Vice President of Data Engineering at DAT Freight & Analytics, where he leads the development of innovative, data-driven solutions and oversees the DAT iQ product suite. With over 25 years of experience spanning retail, travel, e-commerce, education, and software, John has a proven track record of driving AI and data innovations that fuel business growth.

At DAT, John is dedicated to harnessing AI and advanced technologies to enhance decision-making and streamline processes for customers in the freight and logistics industry. Before joining DAT, he served as Senior Vice President at Nordstrom, where he spearheaded real-time analytics and AI initiatives across critical operations. His expertise in machine learning and dynamic pricing was honed during his tenure at Expedia.

John holds both a bachelor's and a master's degree in computer science from the University of Texas at Dallas.

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