



Ken Adamo

Chief of Analytics, Vice President of Strategy & Business Development

Ken Adamo serves as Vice President of Strategy and Business Development and Chief of Analytics at DAT Freight & Analytics. He is responsible for driving strategy, customer engagement, and industry analysis. Prior to joining DAT, Adamo led pricing and decision science teams at FedEx where he built innovative pricing and forecasting models, and leveraged internal and external data sources to improve internal decision-making and profitability.

At DAT, Ken leads a team of market experts who study every facet of the logistics industry to bring the best available insight to customers. Adamo was named a Pro to Know in 2025 by Supply and Demand Chain Executive.

He earned a bachelor's degree in Finance from the University of Akron and an MBA from The Ohio State University.

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