



Christian Greiner

Sr. Director, Carrier Segment Growth

Christian Greiner leads Carrier Growth and Segment Strategy, focusing on driving business expansion and delivering innovative, data-driven solutions that empower fleets and owner-operators to thrive in an ever-evolving market. His work prioritizes solving critical industry challenges, including accurate freight pricing, route optimization, market trend forecasting, and ensuring consistent load availability, all aimed at enabling sustainable success for carriers.

Before joining DAT, Christian led marketing efforts at B2B technology companies including SolarWinds, Pingdom, and Purch, driving customer acquisition and building global marketing operations. His expertise includes digital marketing, product marketing, demand generation, and marketing automation.

Christian holds a Master's Degree in Integrated Marketing Communications from Northwestern University and a Bachelor's Degree from Brigham Young University Idaho.

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