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IAS CEO Paul Crinks Wins Provider Pros to Know Award From Supply & Demand Chain Executive

By: [International Asset Systems](#) via [Marketwire News Releases](#)

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Posted on February 14, 2013 at 09:08 AM EST

Chosen for Thought Leadership in Intermodal Transportation and Global Container Shipping Industries

OAKLAND, CA -- (Marketwire) -- 02/14/13 -- **International Asset Systems® (IAS)**, the leader in cloud-based solutions for **intermodal transportation** and global container shipping, announces that CEO, Paul Crinks, has been named in the 2013 Provider Pros to Know by Supply & Demand Chain Executive magazine. Paul was chosen for his thought leadership in the container shipping industry and for developing the strategies and technology roadmap upon which was built the InterAsset platform and IAS solution portfolio. IAS gives carriers and their trading partners the ability to interchange data for better collaboration, improved asset utilization, and increased efficiencies.



"I am honored to win this prestigious award, but I share it with my team of transportation and technology experts at IAS who have decades of experience helping shippers, carriers, and their trading partners better utilize their assets, optimize transportation, and lower operating costs," said Paul J. Crinks, CEO of International Asset Systems.



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"Our annual list of Provider Pros to Know highlights the many thought-leaders who are helping to shape the supply chain industry and advance supply chain as a respected discipline in the enterprise," said Barry Hochfelder, editor of Supply & Demand Chain Executive. "Their efforts in developing the tools, processes and knowledge base necessary for supply chain transformation, and in promoting new approaches to supply chain enablement, have earned them a place on this year's Provider Pros listing."

Widely acknowledged as a pioneer in applying information technology to improve the efficiency of container shipping operations, Paul has over 30 years of experience in the industry. At IAS, he leads a team which connects and supports thousands of trading partners in more than 80 countries, including major ocean carriers, logistics service providers, equipment lessors, road and rail carriers, marine and intermodal terminals, and equipment repair depots.

Lately he has been evangelizing the need to implement street-turns, which helps alleviate the empty mile syndrome that plagues the transportation industry. DispatchOptimizer, a newer addition to the IAS Dispatch family of SaaS solutions, matches an originator's drayage work orders with an up-to-the-minute listing of street-turn opportunities, resulting in lower costs, improved utilization, and decreased pollution. IAS was recently awarded the S&DCE Green Supply Chain Award for the environmental benefits resulting from cutting empty miles with DispatchOptimizer.

In 2012, Paul's organization also launched ChassisManager, a service that connects asset providers to motor carriers and other chassis users. The IAS Chassis solution evolved alongside the rapidly changing North American chassis-provisioning model and is now being utilized at Hampton Roads Chassis Pool.

The Supply & Demand Chain Executive Pros to Know awards recognize exceptional supply chain executives who lead initiatives to help prepare their companies' supply chains or those of their customers for significant challenges ahead. With the 2013 edition of Supply & Demand Chain Executive's Pros to Know, the magazine is recognizing these men and women who are helping the supply chain to be increasingly recognized as a strategic differentiator crucial to meeting the challenges of the "new normal."

About IAS

IAS provides greater visibility, control, and optimization of assets through a collaborative platform uniting the global trade, transportation, and logistics industry. **IAS solutions**, quickly implemented and immediately beneficial, can be operated as standalone web-native applications or integrated into existing transportation management systems. The **IAS platform** and solution portfolio create a more valuable network by enabling clients to interact seamlessly, optimizing the inland intermodal process, and lowering the cost of routine business transactions. IAS connects thousands of trading partners including leading ocean carriers, motor carriers, railroads, logistics providers, equipment lessors, repair depots, and terminals, and enables them to increase revenue, margin, and service. The IAS team of transportation experts is dedicated to providing world-class solutions and combines personal, 24/7 service worldwide with one of the intermodal industry's most comprehensive service level agreements. For more information, visit <http://www.interasset.com>.

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