

## Driving Supply Chain Technology with new leadership at Crane Worldwide Logistics

Crane Worldwide announce the appointment of Brannon Kuykendall as Chief Information Officer



**Houston, Aug 4, 2020 ([IssueWire.com](https://www.issuewire.com))** - Celebrating twelve years of operations this week, [Crane Worldwide Logistics](https://www.issuewire.com) has rapidly become a respected global 3PL player and international logistics solutions provider to businesses around the world. Crane Worldwide's client base includes an impressive portfolio of multinational clients as well as start-ups.

Recently launching its value proposition statement, the company announced three focus areas including technology, service, and people to drive business growth beyond 2020.

In line with this strategy, Crane Worldwide is pleased to announce the appointment of [Brannon Kuykendall](#) as Chief Information Officer.

Kuykendall has successfully led technology teams ranging from start-ups to Fortune 500 enterprises and has diverse experience in software development, cybersecurity, compliance, cloud computing, artificial intelligence, and more.

Prior to joining Crane Worldwide, he served as Chief Information Officer in the oil and gas industry as well as Chief Technology Officer at ThoughtTrace, an artificial intelligence SaaS company.

‘There are profound changes in digitalization and data to support intelligent modelling,’ comments Keith Winters, CEO at Crane Worldwide. ‘Our clients have faced many challenges during the COVID-19 outbreak, end to end and real-time visibility is key to making informed decisions when faced with supply chain disruption and assessing vulnerabilities’, he adds.

‘Building upon our established in-house system, Brannon will drive forward our goal of solving the challenges our clients are facing with increased data complexity in the supply chain. We are delighted to have his expertise on the Executive team and look forward to the automated solutions he will present for our clients around the world’

Kuykendall will be based at the company’s headquarters in [Houston, Texas](#).

## **Media Contact**

Crane Worldwide Logistics

[kate.yates@craneww.com](mailto:kate.yates@craneww.com)

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