

Dean Croke, Chief Insights Officer, FreightWaves



At FreightWaves, Dean Croke is active in vehicle telematics, data analytics, data science and standards development at BiTA. Prior to joining FreightWaves, he was Vice President of Data Products at Spireon, where he led the development of high-frequency telematics data products. He also ran Lancer's long-haul truck insurance business after years as Vice President of Omnitracs Analytics, where he developed data science technologies for transportation companies. Croke was one of the founders of FleetRisk Advisors (which became Omnitracs Analytics) and has 35 years of experience in data analytics, transportation, supply chain management, data mining and insurance risk management.