

ACUITIVE SOLUTIONS HIRES INDUSTRY SOFTWARE VETERAN JAMES R. WATKINS AS CHIEF OPERATING OFFICER

Transportation IT veteran, former Descartes executive and Neomodal co-founder joins global TMS platform

CHARLOTTE, NORTH CAROLINA, UNITED STATES, April 19, 2018 /EINPresswire.com/ -- Acuitive Solutions, which provides cloud-based software for complex [international transportation management](#) to the world's best-known retailers, announced today that James R. "Jim" Watkins, a 25-year veteran of the transportation and information technology industry, has joined the company as Chief Operating Officer.

"Jim is a seasoned transportation technology executive who throughout his career has been a driving force for IT operational and organizational effectiveness," said Phil Marlowe, Acuitive's founder, president and chief logistician. "His proven leadership, technology development skills and deep management experience are a strategic addition to Acuitive's team at a time when our global, cloud-based TMS portal is experiencing accelerating growth with premium fashion, [retail](#), home improvement, apparel, and home and office decor companies."

As Acuitive's COO, Watkins will be responsible for strategic planning, platform operations, system architecture and deployment, [product development](#) and customer service.

Prior to joining Acuitive, Watkins headed a private equity firm which invested in and provided business strategy consulting for entrepreneurial ventures in the start-up technology and construction industries.

His career has included increasingly responsible executive management and operational roles with leading software, transportation and retail consumer goods companies. Previously, Watkins co-founded and was chief technology officer for NeoModal.com, a start-up technology portal providing ocean TMS software. When NeoModal was later acquired by Descartes Systems, Inc., Watkins joined Descartes as vice president of the transportation management group, where he led the development and expansion of Descartes' TMS platform from ocean into functionality for truck and other transportation modes.



Jim Watkins, COO, Acuitive Solutions



Jim is a seasoned transportation technology executive and a recognized leader driving IT operational and organizational effectiveness.”

*Phil Marlowe, founder,
president and chief
logistician, Acuitive Solutions.*

Earlier, he served as chief information officer for Sea-land Service, Inc., heading a 750-person IT team and managing a \$100 million technology budget for this ocean transportation, trucking and intermodal services provider. He joined Sea-Land from Pepsi-Cola International, where he was director of information technology. He started his career with Electronic Data Systems as an engineer, later working for Peat Marwick and McKinsey & Co. as a management consultant.

Watkins is a graduate of New York State University where he earned his bachelor of science degree in Finance.

ABOUT ACUITIVE SOLUTIONS -- Charlotte, NC-based

Acuitive Solutions deploys a cloud-native global TMS platform that helps reduce cost and bring unprecedented efficiency and responsiveness to global supply chain management operations. Founded in 2002, Acuitive has built a portfolio of integrated, Web-based software tools and workflows that facilitate real-time collaboration, and provide an extraordinary degree of control and agility for businesses, their local and global service providers and suppliers to manage the complex process of international air and ocean freight shipping. Acuitive serves leading companies in the home improvement center, premium fashion, retail, home and office décor and apparel markets. Our focus is on what we do best: superior, truly global transportation management solutions. For more information, call (704) 321-4992, email us at info@acuitivesolutions.com, or visit us on the web at www.acuitivesolutions.com

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