Stephen Denton Appointed Ware2Go Chief Executive Officer

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Ware2Go Inc., an on-demand fulfillment platform owned by UPS (NYSE:UPS) that helps merchants enhance their delivery experience, announced that Stephen Denton joined the company as Chief Executive Officer effective February 3.

"We are pleased to have an entrepreneur of Steve's caliber lead the Ware2Go team," said Scott Price, UPS chief transformation officer. "His results-driven leadership in commerce, tech and logistics, coupled with his success transforming startup businesses into profitable enterprises will prove invaluable as Ware2Go accelerates its growth."

Denton is an industry leader who has successfully led the acquisitions and integrations of 12 organizations in various industries. He previously served as general manager and vice president of Marketing Solutions at eBay, where he was responsible for all of eBay Enterprise digital and agency business units including the integration of nine acquired companies into one global marketing solutions leader. Since 2016, Denton has operated as the president and chief revenue officer at Collective[i], a pioneer in AI for sales technology.

He also served as CEO and president of the GSI Media Division of GSI (acquired by eBay in 2011). Before joining GSI Media, Denton was president of LinkShare and Rakuten USA. He has also held leadership positions at FedEx, The Baltimore Sun, and PepsiCo. His varied business background in logistics, technology startups and platform sales and marketing will benefit Ware2Go as it expands.

"I'm very excited to join the team at Ware2Go as we help merchants and manufacturers compete on a global scale with quicker transit times, competitive rates and industry-leading service to deliver an exceptional experience for their customers," said Denton.

Ware2Go provides small and midsize businesses with cost-efficient access to industry-leading warehousing, fulfillment, technology and financial services so they can optimize their logistics, compete, scale and grow. Ware2Go™ services help enable smaller merchants to maximize the efficiency of their entire supply chain and develop high-functioning distribution networks to reach e-commerce customers across the US.

"Ware2Go continues to add more services to help smaller merchants compete more effectively in e-commerce," said Price. "We look forward to Stephen strengthening Ware2Go's position in the market, fueling the company's growth and positioning it for the future."

Denton is a graduate of Shepherd University and holds degrees in Business and Marketing.

Source: UPS

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