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## Convoy Inc. Partners with Unilever using an Uber-style strategy

Convoy announced on November 2nd that they will be partnering with Unilever North America to streamline freight operations using an Uber-like strategy. Convoy has agreed to match loads of Unilever products to trucking companies within minutes to help speed up operations. Discussed in our “Uber for Trucking” Blog, Convoy is an industry-leading company for the transport of freight by trucks, both scheduled or by spot market. Using Convoy’s service applications allows for owner-operators to receive real-time notifications



of jobs on their phones and get paid immediately upon completion of a job. Unilever North America is one of the world’s leading suppliers of Food, Home Care, Personal Care, and Refreshment products. The agreement will help advance Unilever’s operations and ultimately reduce environmental impact of trucking.



Unilever

There are numerous companies that use Convoy’s fleet services and thousands of individual owner-operators. Unilever said it is very impressed with Convoy’s approach that utilizes technology and wanted to be a part of its development since the application’s launch. Dan Lewis, Co-Founder of Convoy, stated that, “Unilever is one of the largest companies in the world, yet they’re incredibly agile and forward thinking, especially in their approach to supply chain innovation. Their vision to reduce manual processes and make trucking more efficient aligns directly with ours.”

Convoy launched in April of 2015 and currently has raised over \$18 million dollars and has grown to over 60 employees. In 2015, Unilever exceeded over \$9 billion dollars in sales while employing over 9,500 people. There hasn’t been specific financials released for the deal, but it was agreed that the deal would be a 4-year multimillion dollar agreement.



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