Hayden Cardiff is the Founder and Co-CEO of Idelic, a leader in commercial trucking analytics and driver management solutions. Hayden graduated from Carnegie Mellon University with a Masters of Business Administration and is deeply immersed in the world of data and trucking technology. His transportation journey led him to Pitt Ohio, a Pittsburgh-based trucking company and president’s Award-winning fleet. He learned Pitt Ohio's specific problems and goals and evolved their in-house software solution into a robust safety platform, the Idelic Safety Suite®. As Founder and Co-CEO of Idelic, Hayden spends much of his time sharing with fleets his expertise on safety, big data, and the future of trucking technology.