

Michelle DeFronzo

Founder & CEO of ImEx Cargo

Media One Sheet

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Who we are

Michelle DeFronzo is the Founder & CEO of ImEx Cargo, a woman-owned logistics and freight-technology company with more than 30 years of industry experience. She builds modular infrastructure that modernizes how legacy industries scale collaboration—improving access, interoperability, and shared growth without replacing existing systems.

Company Snapshot

Company: ImEx Cargo (Founded 2000) – Massachusetts, USA

Specialties: Air Cargo & Multimodal Logistics, Freight Technology Platforms, Airline GSA / Sales Enablement, Government Contracting & Supplier Diversity, Platform & Ecosystem Design/Flagship Platform: Plug-In Freight Ops™



Story Angle + Tops

Why this story matters: A rare example of platform innovation inside a legacy industry—built to connect partners and modernize operations without disruption.

Key Talking Points

- Why “rip-and-replace” fails in operational industries
- Modular platforms and interoperability
- Designing systems that scale collaboration instead of hierarchy
- Access economics as the next competitive advantage
- Women building infrastructure, not just companies

Selected Pull Quotes

“Innovation doesn’t always look like disruption. Sometimes it looks like connection.”

“In complex industries, interoperability beats replacement—every time.”

“The future will be built by those who design access—not those who control it.”

“Collaboration isn’t soft—it’s scalable.”

Certifications:



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