



Xentrans Appoints Transportation Technology Veteran Dave Palmer as Chief Executive Officer

FOR IMMEDIATE RELEASE

SEPTEMBER 18, 2026, CORTE MADERA, CA — A leader in innovative technology services for mass transportation, Xentrans announced today that Dave Palmer has accepted a position as our new Chief Executive Officer. A respected veteran of wireless connectivity and intelligent transportation systems (ITS) for rail and transit, Dave currently serves as Xentrans' Board Chairman.

Prior to working with Xentrans, Dave held various senior roles at Icomera, Fujitsu Telecommunication, Ensemble Communications, Philips Broadband, and Aperto Networks. Dave has also worked on major wireless projects for the European Union, Philips, and others to enable the increase and standardization of wireless communications.

"I am excited to welcome Dave Palmer to a bigger role within our organization," says Soren Bakken, Xentrans' President and Chief Financial Officer. "His deep industry knowledge and keen sense of relationship management greatly benefit our company and our customers."

"We pride ourselves on centering our customers' needs in meeting their customers' wants," Soren continues, "and I can think of no better pairing than Dave's leadership skills with Xentrans Chief Technology Officer Alan Rowe's engineering expertise and our team's understanding of and passion for public transportation."

Xentrans provides managed services and professional consulting across the planning, procurement, implementation, operation, and ongoing support of transportation technology. Our customers—typically transit agencies, train operators, and government entities—seek out our assistance to enhance the passenger experience, increase operational effectiveness, and optimize financial efficiency.

Acting as an extension of rail and transit agency teams, Xentrans provides:

- Technology strategy and planning, including requirements development, solution architecture, modernization roadmaps, and independent technical advice
- Procurement and commercial support, including market research, RFI and RFP development, bid evaluation, vendor selection, contract negotiations, cost analysis, and service-credit validation
- Pilot and solution evaluation, including test planning, KPI and SLA development, performance analysis, technical due diligence, and independent validation

- Vendor, program, and project management, including contract oversight, implementation coordination, operational readiness, deployment, and serving as the agency's single point of accountability
- Systems integration and operational support, including monitoring, troubleshooting, ticketing and vendor integration, Tier 1 support, custom applications, dashboards, and workflow automation
- Fare-payment and revenue-assurance support, including fare-rule and transaction validation, payment-system testing, exception analysis, reconciliation support, and development of operator-specific fare-management tools
- Customer experience, continuity, and change-management support, including stakeholder communications, operational reporting, staff training, service transitions, and business-continuity planning

As program managers for the California Department of Transportation's (Caltrans') California Integrated Travel Project ([Cal-ITP](#)), Xentrans manages the multimillion-dollar budget and large team of subcontractor consultants on behalf of the California State Transportation Agency (CalSTA) and Cal-ITP fiscal sponsors Capitol Corridor Joint Powers Authority (CCJPA).

For several transportation agencies, we serve as the technical and/or operational point of contact with their hardware and software systems vendors—from their Wi-Fi service providers to the companies that power their cEMV bank card and mobile wallet "Tap2Ride" fare payment collection.

In our role as agency technical and operational advisors, we stay on top of the industry's best system monitoring and management products and are proud to partner with leading vehicle connectivity partners and software engineering companies.

Connect with us at hello@xentrans.com. And learn more about Xentrans' team of passionate experts at xentrans.com/about-us.

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