



## **MODE Global collaborates with HappyRobot to automate critical operations**

**Dallas, TX — February 9, 2026;** [MODE Global](#), one of the nation's largest non-asset logistics providers, and [HappyRobot](#), AI-native logistics startup, announce a strategic collaboration to automate core freight operations, beginning with inbound carrier coverage and progressing to booking and tracking. The partnership brings together MODE's scale and operational expertise with HappyRobot's AI workforce and orchestration to improve speed-to-cover, reduce manual work, and strengthen carrier experience across MODE's network.

### **Leveraging early wins for expansion**

The partnership began by automating a critical, high-volume workflow - Inbound Carrier Sales - to gauge impact. Early success here across carrier vetting, lane pitching, and negotiations set the foundation for the partnership to follow.

These early signs of success included increased speed to cover with first response times cut to zero and 100% answer rates. Carrier vetting, combining third-party integrations with proprietary classifications, ensures intense scrutiny on fraud detection. And finally, lane negotiations show foundations for improved margins.

Beyond this, the partnership was established on shared principles for new ways of working in the era of AI, and the collaboration required between operational leaders like MODE and technologists like HappyRobot to get there.

"Our collaboration with MODE Global has been incredibly insightful and rewarding. We're proud to partner with a truly forward-thinking organization," said HappyRobot CEO Pablo Palafox. "I'm excited for what we'll build together in 2026 and beyond."

### **Scaling partnership towards further autonomy**

The next phases of partnership include robustifying existing workflows, expanding automation across all offices, and deploying priority workflows such as outbound carrier sales and track and trace.

Perfecting inbound carrier sales means tighter integrations post proof of concept, which allow for more real-time data flow and expanded execution capabilities for AI workers to take on further autonomy, building on the trust gained during testing.

The two companies remain aligned on enabling the MODE team to do more, book more, and double down on difference makers like customer relationships, exception handling, and strategic decision making. In each workflow, AI autonomy covers standard flows, leaving more human time to solve the most critical challenges at hand.

## **A new way of operating**

“We selected HappyRobot as a partner because of their robust technology, deep industry knowledge, and engineering teams that accelerated our speed to value and unlocked untapped potential for our operations,” said MODE Global’s President and CEO, Lance Malesh.

Operating as an extension of the MODE Global team, HappyRobot is working side by side with technical and operations teams to deliver value fast while satisfying technical and compliance requirements.

This close collaboration allows the teams to iterate quickly towards a new operational model for MODE Global, where a comprehensive digital workforce ensures operations are executed efficiently at scale and leverages real-time data to provide strategic insight to their human counterparts.

With AI automating manual work and providing greater access to information and insight, the MODE team is able to double down on what makes them different.

## **Ends**

### **Notes to the editor**

[Media images can be found here](#). For further information please contact the HappyRobot press office on [press@happyrobot.ai](mailto:press@happyrobot.ai) or Kathryn Dean on [kathryn@happyrobot.ai](mailto:kathryn@happyrobot.ai) and MODE Global PR team on [marketing@modeglobal.com](mailto:marketing@modeglobal.com)

## **About MODE Global**

MODE Global is a multi-billion, multi-brand 3PL platform and a top-ten U.S. truckload freight brokerage, as well as the largest non-asset intermodal provider. With a nationwide network and advanced digital capabilities, MODE delivers reliable, scalable logistics solutions. Learn more at [modeglobal.com](http://modeglobal.com).

## **About HappyRobot**

HappyRobot builds and orchestrates an AI workforce for enterprises across the real economy, automating critical, high coordination workflows across systems and communication channels to deliver true autonomy in an intelligent system that delivers outcomes and strategic intelligence.

*Forward-Looking Statements: Certain statements in this press release are forward-looking and are based on current expectations, estimates, and projections. Actual results may differ materially.*