JETHRO BORSJE JOINS LOBSTER AS CHIEF PRODUCT OFFICER.

"JETHRO WILL BE INSTRUMENTAL IN DRIVING INNOVATION AND SCALABILITY AS LOBSTER EXPANDS ITS INTELLIGENT DATA PLATFORM TO NEW MARKETS."

Tutzing, [18 September 2024] Lobster – Germany's pioneering no-code software company – proudly announces the appointment of Jethro Borsje as Chief Product Officer. Formerly Chief Ecosystems Officer at Mendix, a low-code Siemens subsidiary, Jethro will spearhead Lobster's next chapter of product innovation, helping to accelerate the company's vision of simplifying data integration and automation across industries.

Jethro played a pivotal role in scaling Mendix globally, guiding its ecosystem development and expanding its product capabilities through industry partnerships. With over 15+ years of experience in building cutting-edge software solutions, Jethro's expertise will be key in advancing Lobster's mission of becoming the leading intelligent data platform for the mid-market that enables organisations to unlock the full potential of their data.

Reflecting on Jethro's appointment, Tim Srock, CEO of Lobster said "Jethro's extensive experience in product leadership and his passion for delivering transformative solutions perfectly aligns with Lobster's future direction. We're thrilled to have him onboard to strengthen our offering and ensure that we continue delivering scalable and innovative solutions for our growing client base.

As Chief Product Officer, Jethro will lead the development of Lobster's next-generation products, ensuring seamless data integration and automation across all business processes. This aligns with Lobster's shift towards becoming an intelligent data platform, providing customers with comprehensive solutions that span data integration, automation, and artificial intelligence.

Commenting on his new role, Jethro expressed his enthusiasm about joining Lobster: "I'm excited to join Lobster at such a pivotal moment in its journey. The team's focus on data-driven innovation and customer-centricity resonates deeply with me. I'm eager to work with Tim and the rest of the talented Lobster team to continue building on this success and to unlock new opportunities for customers globally."

Jethro Borsje and Tim Srock are both available for interviews.

ABOUT LOBSTER:

Lobster is a pioneering no-code software company that enables organisations to unlock the full potential of their data. Its Intelligent Data Platform allows companies to integrate, manage, and automate data efficiently. From connectivity to consumable data products, Lobster's solutions empower businesses across industries to stay agile and competitive. With a presence in DACH, the UK, France, Scandinavia, and the Benelux region, Lobster serves over 2,000 customers globally.

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