

Exalate Appoints Ruben Bru as Vice President of Sales to Accelerate Global Expansion and Drive Innovation



Antwerpen, Belgium Aug 9, 2023 ([IssueWire.com](https://www.issuewire.com)) - Antwerp-based integration software [Exalate](#) announces the appointment of Ruben Bru as its first Vice President of Sales. As a leading provider of a secure and scalable integration solution, Exalate empowers seamless collaboration across teams and company borders. [Ruben Bru](#) brings a wealth of experience and a growth mindset that aligns with Exalate's strategy and vision - to build a worldwide ecosystem of connected companies. With a solid background of driving sales excellence and fostering growth in renowned SaaS companies such as Qualtrics (acquired by SAP), Unica (acquired by IBM), and SAS, Ruben Bru's expertise will play a key role in enhancing Exalate's offerings for companies aiming to build a cohesive ecosystem of connected partners, suppliers, and customers.

Exalate's remarkable journey of growth has been nothing short of extraordinary. The company has witnessed a near doubling of its international team and a substantial expansion of its partner base. With impressive 2x Year-on-Year revenue growth and a global customer base exceeding 2000 organizations, Exalate has solidified its position as a key player in the software integration market. Exalate's distributed architecture and powerful scripting engine provide limitless capabilities, enabling organizations of any size to improve teamwork, collaboration, and productivity across various platforms, teams, and even company borders.

Embracing a strategic approach, [Exalate officially launched as an independent company](#) after years of successful operation under the iDalko brand. This milestone decision lays the foundation for further growth and innovation. Securing significant funding further supports Exalate's commitment to accelerating product development, expanding its market presence, and augmenting its global team of professionals.

Exalate will be focusing on enhancing its offerings to cater to organizations that seek to build a larger network of connected partners, suppliers, and customers. Ruben Bru's expertise will play a key role in refining Exalate's sales strategies, aligning them with the company's overarching vision to build a network of connected companies around the globe. His ability to build and lead high-performing sales teams will further strengthen Exalate's position as a key player in the software integration market. His strategic vision and expertise will guide the sales team to effectively serve the needs of Exalate's growing customer base and drive the company's expansion into new markets. Ruben Bru's deep understanding of the SaaS industry and his customer-centric approach will ensure that Exalate continues to deliver advanced solutions that meet the unique challenges faced by organizations in an interconnected world.

Ruben Bru describes his leadership approach as coaching style management, which fits perfectly with Exalate's commitment to fostering a supportive and empowering workplace. Some of the key motives for Ruben Bru to join Exalate's team are the company's growth potential, global reach, and distinctive culture.

"Exalate's passion for innovation and its dedication to building a global ecosystem of connected companies resonated deeply with me" said Ruben Bru. "I am excited to be part of this dynamic team and contribute to the company's vision of transforming the way businesses collaborate and thrive on a global scale. Exalate's company culture is extraordinary."

"With Ruben Bru leading our sales efforts, we are confident that his expertise will be instrumental in driving Exalate's continued success and making our vision a reality," commented Francis Martens, CEO at Exalate.

About Exalate

Exalate is a leading provider of integration software that enables teamwork, collaboration, and productivity across tools, teams, and company borders. With a distributed architecture and built-in scripting engine, Exalate is the most powerful integration solution on the market, offering a high degree of security and user autonomy. Headquartered in Antwerp, Belgium, Exalate has a team of over 80 experts worldwide, a partner network of over 150 companies, and over 2000 international customers. For more information, visit [exalate.com](https://www.exalate.com).



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