



Lobster

TIM SROCK JOINS LOBSTER AS NEW CEO.

“HONING IN ON OUR CUSTOMERS AND ENHANCING THE LOBSTER ECOSYSTEM WILL DRIVE GLOBAL GROWTH”.

Tutzing, [13 March 2024] – Lobster, Germany’s pioneering no-code software group – is pleased to announce that its next phase of impactful innovation and international expansion will be led by a new addition to the Group’s management team: Tim Srock, former CEO of low-code Siemens subsidiary Mendix, is taking the helm as new CEO.

Tim’s time at Mendix was characterised by rapid growth driven by strategic innovations and strong partnerships. He joins the Lobster Group at a pivotal time when digital transformation and agile process management have emerged as key drivers of corporate success. “In today’s data-driven world, companies have to actively shape their data strategies to harness their full potential. Lobster’s portfolio addresses these needs with valuable solutions for scalable digital transformation, AI and process optimisation. The Group’s customer base is incredible and already spans a range of medium-sized European businesses as well as household names,” says Srock.

Srock takes over from Dr. Martin Fischer, who built Lobster from the ground up, taking it from a small software business in 2002 to a key player in the IT sphere. The company’s range of products, including Lobster_data, Lobster_pro and Lobster_pim as well as the global logistics platform logistics.cloud connect industry-wide processes, data and people within one single no-code platform.

“In Tim Srock, Lobster has found a CEO with a deep understanding of the challenges and opportunities associated with the digital economy. His track record of scaling high-tech companies makes him well-positioned to lead Lobster through its next phase of expansion,” says Dr. Fischer.

With a clear vision for enhancing Lobster’s product portfolio and market strategy, Tim expressed his enthusiasm about joining Lobster: “I am honoured to join such an innovative company and look forward to working closely with the talented team at Lobster to raise the bar for no-code hyperautomation. We’re heading towards rapid international growth.”

Oliver Bendig, Chairman of Lobster’s Supervisory Board, is delighted with the choice of CEO: “Tim Srock joining the Lobster Group as CEO sends a strong signal to the market and is a huge step forward for Lobster. His leadership abilities and his strategic acumen will help bring our vision of a connected, data-driven future to life. Tim doesn’t just drive innovation. He truly embodies it. And this will be indispensable as we capitalise on new opportunities and accelerate Lobster’s international growth.”

Tim Srock, Dr. Martin Fischer and Oliver Bendig are available for interviews.

ABOUT LOBSTER:

Lobster is a pioneering no-code software company that empowers businesses to harness the full potential of their data and leap into the AI revolution without writing a single line of code. Our comprehensive platform not only simplifies the digitalisation of business processes and development of applications but also serves as a data integration powerhouse. By seamlessly connecting ERP, CRM, marketing tools, and custom systems, we eliminate data silos and provide real-time insights that drive decision-making. Lobster's innovative solutions transform your data into actionable intelligence, optimising supply chains, personalising customer interactions, and enabling data-driven strategies with precision.

With Lobster, over 2,000 companies across Europe, including the DACH region, Great Britain, France, Scandinavia, and the Benelux, are transforming their operations, delighting customers, and securing a definitive competitive advantage.

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