

Former Kurtosys CEO, Jeff Hendren, joins CAST as G.M. of North America

NEW YORK, September 13, 2017 – [CAST](#), a leader in software analysis and measurement, today announced that Jeff Hendren has been appointed General Manager of North America at CAST. In this role, Hendren will be responsible for driving customer success and adoption of [CAST software analytics](#) in the North America region. Hendren has more than 20 years of experience in enterprise software and helping C-level executives and business leaders make successful technology decisions.

Hendren joins CAST from Quovo, a data science platform for the financial services industry. Prior to Quovo, [Hendren was CEO at Kurtosys](#), where he launched the company in North America and grew operations by more than 300 percent within four years. Prior to Kurtosys, Hendren was co-president of PerTrac Analytics and Senior Vice President at Thomson Reuters.

“Jeff’s experience of expanding operations in North America comes at a pivotal time for the company as we continue to grow our products and services for US-based businesses,” said Vincent Delaroche, Chairman and CEO, CAST. “I’m thrilled to welcome Jeff as a key member of the global leadership team. His track record in the analytics space will no doubt benefit our customers and further our vision to ‘make the invisible visible’ to Fortune 500 CIOs in the region.”

“I am honored to join CAST not only because I agree with our core values, but because I believe in the power analytics have to transform the business of the future,” said Hendren. “CAST is doing software analytics unlike any other company on the market today – providing unmatched contextual insight that helps executives make smart technology decisions – and I look forward to further evangelizing this message in North America.”

Coming from financial services and consumer-packaged goods, Hendren’s focus at CAST will remain cross-industry, including retail, oil and gas, and energy and others. Hendren holds a bachelor’s degree in marketing from Miami University in Ohio

About CAST

CAST is the world leader in software analysis and measurement, with unique technology resulting from \$150 million in R&D investment. CAST introduces fact-based transparency into application development and sourcing to transform it into a management discipline. More than 250 companies across all industry sectors and geographies rely on CAST to prevent business disruption while reducing hard IT costs and software risk. CAST is an integral part of software delivery and maintenance at the world's leading IT service providers. Founded in 1990, CAST is listed on Euronext (CAS) and serves IT intensive enterprises worldwide with offices in North America, Europe and India.

Press Release



For more information about CAST:

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