

AI engineering platform Synera appoints tech veteran Ubaldo Rodriguez as first CRO to lead US expansion

Rodriguez to lead next phase of US expansion from Synera's San Francisco hub, building on European momentum with 500% US team growth, and bringing 25+ years of experience scaling revenue and go-to-market at Ansys and Altair.

BREMEN, GERMANY & BOSTON, USA — May 5, 2026 — [Synera](#), the agentic AI platform for engineering, today announced the appointment of Ubaldo Rodriguez as its first Chief Revenue Officer (CRO), marking the next phase of its US expansion following the opening of its North American headquarters in Boston [last year](#). The milestone builds on an already established customer base, including trusted organizations like NASA, BMW, Volvo, Hyundai Motor, Miele, and Stihl, and follows the company's [\\$40M Series B announced](#) on April 14, 2026.

Synera has already seen strong early traction in the region, with its US sales team growing by 500% since the start of 2026, underscoring accelerating demand for agentic AI solutions.

“The US is a critical market for Synera as we fast-track our next phase of growth to bring every engineer their own J.A.R.V.I.S.-like AI, and we are excited to position ourselves closer to the customers, innovation ecosystems, and talent shaping the future of engineering, from Boston to our San Francisco hub,” said Dr. Mortiz Maier, Chief Executive Officer of Synera. “Ubaldo was the clear choice to lead this next chapter. With his experience growing revenue from single digits to hundreds of millions, Ubaldo knows our domain like no other. Just as importantly, he is an exceptional mentor and leader who brings the speed and ambition our team and customers need as we set the pace of AI for engineering.”

Rodriguez brings more than 25 years of engineering software market knowledge, including a strong track record selling into leading US aerospace and EV companies, both priority markets for Synera. He has held leadership roles at PTC, Agile Software, Ansys, and Altair, where he brought disruptive technologies into mainstream adoption.

“Throughout my career, I've focused on helping R&D engineering organizations adopt transformative tech that delivers real impact on manufacturers' bottom lines and time-to-market, with minimal disruption,” said Rodriguez. “That means prioritizing IP security and meeting companies where they are, an approach that aligns directly with what Synera is delivering. At a time when engineering teams are under unprecedented pressure to move faster and operate more efficiently, this is about giving companies a clear speed advantage.”

At Ansys, Rodriguez served as Vice President for North America and helped grow revenue from \$8 million to \$540 million over the course of his tenure. At Altair, he led a major transformation of the

company's sales organization, shifting from a regional structure to a global model focused on capturing the largest strategic opportunities worldwide.

Rodriguez believes Synera is uniquely positioned to bring agentic AI to engineering, a sector that has traditionally lagged in AI and digitalization due to siloed and complex workflows. Where other solutions rely on generic AI chatbots or limit AI capabilities to their own products only, Synera integrates and automates existing CAx and PLM tools as an orchestration solution, reducing weeks-long tasks to just minutes.

“My focus at Synera is on building a scalable go-to-market engine that accelerates adoption of agentic AI across engineering organizations,” said Rodriguez. “We’re at a pivotal moment where the technology is ready to move from early adoption into broader deployment, and my priority is to turn that momentum into repeatable growth, both for Synera and our customers.”

Synera also plans to expand its international footprint further, including building out its presence in France alongside its German headquarters, and exploring expansion into the APAC market. The US expansion will be led by Rodriguez, alongside Zulfetri Zulkarnain, VP of Sales, North America.

ABOUT SYNERA

Synera develops the agentic AI platform for engineering, enabling companies to automate and orchestrate complex product development workflows across 80+ CAx and PLM tools. Trusted by global leaders including BMW, Airbus, and NASA, Synera's AI agents act as digital engineers, accelerating development cycles by up to 10x while reducing complexity, costs, and material usage. Founded in 2018 in Bremen, Germany, with a growing US presence in Boston, Synera integrates directly into existing engineering environments, allowing teams to securely deploy AI-driven workflows without disrupting legacy systems and scale innovation across the full engineering value chain.

For more information, visit Synera's website at <https://www.synera.io/>.

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