

The CIMdata logo is displayed in white text against a dark teal background. The background features a grid of small white dots and several overlapping, semi-transparent line graphs in shades of teal and orange, suggesting data analysis and technology.

New Aras CEO

Leon Lauritsen succeeds Roque Martin

On Thursday, September 18, 2025, Aras Corporation announced that Mr. Leon Lauritsen will succeed Mr. Roque Martin as CEO. Mr. Martin joined Aras as CEO in October 2021 following founder Mr. Peter Schroer. Under Mr. Martin, Aras continued its status as a CIMdata PLM Mindshare Leader due to their continued growth and industry impact. Mr. Martin will continue at Aras as an advisor.

Mr. Lauritsen came to Aras via its 2022 acquisition of Minerva, a top tier Aras partner. He spent over 20 years at Minerva, starting as a consultant, becoming vice-president and partner at the time of the Minerva acquisition. While at Minerva, he was instrumental in expanding their business via selling and supporting the Aras product. At Aras, Mr. Lauritsen had several sales leadership and general management roles most recently SVP of Global Sales and GM of Aras EMEA.

As CEO, CIMdata expects Lauritsen's strong technical and customer knowledge along with his sales and leadership experience and deep background within the Aras community will enable him to hit the ground running.

About CIMdata

CIMdata, a global strategic management consulting firm, provides services designed to maximize an enterprise's ability to design, deliver, and support innovative products and services. For more than forty years, CIMdata has provided industrial organizations, providers of digital technologies and services, and investment firms with world-class insight, expertise, and best-practice methods on a broad set of product lifecycle management (PLM) topics and the digital transformation they enable. CIMdata also offers research, subscription services, publications, and education through certificate programs and international conferences. To learn more, visit www.CIMdata.com or email info@CIMdata.com.