

## Limecraft Welcomes Joris Claes As New CEO

**Ghent, Belgium, 18<sup>th</sup> July 2023** - Ghent-based MediaTech pioneer Limecraft is gearing up for growth with the appointment of Joris Claes as the company's new CEO. As of 1<sup>st</sup> June, Claes has assumed the role of CEO from co-founder Maarten Verwaest, who has now become Executive Chair and CRO and will focus on key growth drivers and new markets. Claes' appointment represents the first stage of an ambitious growth plan for the business, with further strategic appointments expected in the near future.

Flashback to 2010, when VRT-alumni Maarten Verwaest and Nico Oorts, together with Dieter van Rijsselbergen from UGent/Medialab, founded Limecraft with the ambition of creating a complete operating ecosystem for the audio-visual industry. Today, Limecraft profitably serves over 115 customers and countless producers, and has delivered consistent growth in excess of 10% per quarter. To jumpstart the company from scale-up to the industry's preferred choice for Media Asset Management solutions, Limecraft has decided to strengthen the management team with specific skills and experience: Joris Claes has a proven track record in C-suite roles and has previously helped build and develop a number of SaaS companies.

"The MediaTech market was and remains highly fragmented", comments Maarten Verwaest. "We knew that developing an end-to-end and more integrated solution would be a herculean task, but today Limecraft is recognised by many blue chip customers for its powerful feature set, its reliability, and its rapid pace of development. Joris immediately felt like a great fit for our company and ambitions, and I feel that the next few years are going to be extremely exciting".

"When we started the company back in 2010, the idea of outsourcing management of audio-visual assets to a cloud company was very controversial", notes Nico Oors. "We worked in close partnership with our customers, developing a unique hybrid cloud strategy together. It essentially combines the best of both worlds: local storage and computing power and online collaboration. It took a pandemic to make people realise that remote collaboration is here to stay and actually improves the quality and volume of creative output. Our ambitious roadmap for Limecraft puts us in a great position to capitalise on this new approach to content".

"Producers and broadcasters are being challenged by a paradigm shift swirling through the media industry. They need to balance production cost, accelerated delivery to multiple platforms, and operational flexibility, while complying with increasing standards of storytelling and image quality", states Joris Claes. "The Limecraft team truly understands creation processes. They have managed to create a platform that streamlines technological complexity and simplifies the day-to-day work of thousands of video professionals".

Limecraft will be participating in the forthcoming IBC Conference and Exhibition, being held this year from 15-18<sup>th</sup> September. We will be on booth 7.D23 throughout the event, demonstrating the latest updates to our media asset ecosystem – to book a meeting with us please click here: <https://www.limecraft.com/distributed-collaborative-workflows-ibc2023/>

**Limecraft** ([www.limecraft.com](http://www.limecraft.com)) is the online workspace for video teams, with streamlined and customisable workflows optimised for maximum collaboration. It accesses media on local storage and is built with artificial intelligence at its core. AI transcription and image recognition help users by automating repetitive tasks, such as indexing content, ingest orchestration, subtitling, and shot listing, thus saving time for creative storytelling.

### Contacts for further information

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