



Penta Technologies Announces Key Leadership Changes to Support Adoption of Customer-Centric Agile Software Development Methodology

Milwaukee, Wis., September 10, 2019 – Penta Technologies has announced the restructuring of its executive team in support of the company's pivot to an agile software development methodology which will allow the company to more nimbly respond to its customers' ever-changing needs.

Penta founder and CEO Karl Koenig has promoted Penta VP of Product, Bill Wagner, to the role of President. In this newly created role, Wagner will be responsible for leading Penta's long-term strategy, product portfolio and demand generation activities.

Penta VP of Customer Experience, Laura Henderson, has been promoted to the role of Chief Operation Officer. Henderson will report to Wagner and will be responsible for Penta's value delivery strategies and tactics, including software development, implementation, accounting and human resources.

"Bill and Laura have played an instrumental role in the evolution of Penta's approach to the construction technology marketplace, and I'm excited to continue to collaborate with these forward-thinking leaders as we evolve our product portfolio and development cycles to better serve our core Penta customers and expand our footprint beyond ERP," said Koenig.

Penta has invested heavily in an Agile Journey with Scrum.org's Scrum Agile approach to software design, development, delivery and support, and has applied this development methodology to its forthcoming Labor Productivity Suite which is currently in use with Lithko Contracting and six other leading specialty contractors.

"Our focus is to deliver value to the end user," said Wagner. "The end user is typically not a technologist, and we've seen technology companies struggling to force adoption of new technologies. Instead, we're partnering with our customers to remove friction from their existing experiences and solve their problems with creative solutions they weren't expecting."

Penta's Labor Productivity Suite is slated for launch later this calendar year and will serve as a stand-alone suite of web-based point solutions for managing a complex field labor force, eliminating paper-based field reporting and maximizing productivity.

"Penta's value delivery has evolved to meet the changing needs of today's specialty contractor," said Henderson. "We're building products, services and processes around the things we're really good at including back office accounting, construction payroll, job cost accounting, service management and field labor productivity to offer comprehensive solutions that are objectively better than anything else on the market."

Learn more about Penta Technologies at www.penta.com.



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About Karl Koenig

Penta CEO Karl Koenig has over 30 years' experience in the engineering and construction enterprise information systems industry, covering tenures at both System 5 and Penta Technologies. Koenig has served as CEO of Penta Technologies since its inception in 1991, and he previously served as President of System 5.

Koenig is the founder and CEO of Penta Technologies, a post he has held since 1991. While CEO of Penta Technologies, Koenig has helped the company grow into one of North America's leading vendors of enterprise software to the engineering and construction industries.



About Bill Wagner

Bill Wagner, Penta's President, is an experienced marketing professional and strategic thought leader, passionate about using marketing to drive growth and create great experiences for customers.

Wagner is responsible for leading Penta's long-term strategy, product portfolio and demand generation activities by focusing on developing solutions that meet the unique needs of key stakeholders at labor-intensive specialty contracting firms across multiple markets.

Wagner has experience working with start-ups, mid-size, and Fortune Global 500 firms including ABB, Badger Meter, Direct Supply and ARI Network Services. Wagner is also the Past President of the Milwaukee Chapter of the American Marketing Association and is a sought-after speaker on the topics of digital disruption, business strategy and the impact of digital experiences on the customer journey. He has recently served as a featured presenter for the Equipment Dealers Association, American Marketing Association, Young Professionals Organization, Group Conference Call, and at the GreenExpo.



About Laura Henderson

Penta COO Laura Henderson has over 18 years' experience as an innovative technology leader who's passionate about creating exceptional customer experiences through the power of relationships. Prior to joining Penta, Henderson was the founder and CEO of Epiphany Learning, the CEO of TEKLYNX Americas, Inc., and the global IT manager of Brady Corporation. Throughout her career, she has managed large-scale technology implementations and projects with cross-functional teams, created and executed business, marketing and product strategies that drove double-digit top and bottom-line growth, and built values-oriented team cultures that fostered creativity and yielded high productivity. Henderson has a B.S. in computer science, and has received the SBA Emerging Leadership award, the Rising Star Award by The Executive Committee – Milwaukee and has been named a Woman of Influence by Milwaukee Business Journal.

Henderson is responsible for driving performance of Penta's value delivery strategies and tactics, including software development, implementation, accounting and human resources.



About Penta Technologies

Penta Technologies develops enterprise construction software and point solutions that help construction, service and engineering enterprises increase productivity. From the jobsite to the corner office, Penta's complete suite of software applications helps construction businesses manage their field labor force and eliminate paper-based field reporting. From integrated multi-company financials, projects, service, labor and equipment to analytics, document imaging, workflow and mobile field software, Penta helps ensure that engineering and construction firms' best practices are leveraged more consistently across their organizations in order to help them do what they do – even better. Learn more about Penta Technologies at www.penta.com.

Image Gallery:

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[Karl Koenig Headshot](#)

[Bill Wagner Headshot](#)

[Laura Henderson Headshot](#)

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