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Valtech Announces U.S. Agile Digital Strategy; Thomas Kruse to Manage

DALLAS, AUGUST 3, 2010 – The use of [agile methodologies](#) for developing customer engagement interactive projects and websites becomes more available today. Agile software development and strategic consulting company [Valtech SA](#) today announced its move into digital consulting, creating an agency that combines strategic design for interactive technologies, marketing savvy and agile software development methods.

Valtech's U.S. digital practice will cover concepting, design, development and management, art direction, usability, metrics and measurement, campaign design and management and more. Valtech will use its agile and lean practices to design and develop interactive technologies and sites that fully engage visitors. Valtech is positioned to tap into the yearly global spend of \$500 million that marketing strategists will spend on interactive technologies.

Thomas Kruse, engagement manager for Valtech Denmark, has been appointed to head the U.S. practice. Kruse will work primarily from Valtech's New York office.

"Thomas has set the bar very high in Europe with highly-regarded sites for [LegoLand](#), [Audi](#), [Norvo Nordisk](#) and Schneider Electric," Valtech U.S. CEO [John Galioto](#) said. "His vision, partnership skills and strategic experience have consistently shown that he is the right person to fuse marketing with technology in an agile way."

Kruse has been with Valtech Denmark for four years, first as account manager, then as engagement manager. Kruse has built partnerships with platform and tools companies including Sitecore, Microsoft and Google, and has fostered long-term relationships with clients to build and maintain interactive sites that fully engage visitors. He managed the first [Silverlight](#) implementation in Denmark, and has been instrumental creating technologies to interact with mobile apps. He has been integral to on-line branding, communication and marketing on digital platforms for Valtech clients. Previously, Kruse held brand and communications positions with Designit, Kuhl+co and IMC UK. Kruse holds degrees from Aarhus Business College, London South Bank University and Westminster University





Kruse is also responsible for developing and maintaining strategic partnerships for platform technologies and tools that Valtech will use to build, host, and measure sites and customer engagement software.

About Valtech

Valtech is a global provider of high performance enterprise software development, outsourcing, and organizational transformation services. Valtech delivers strategic software consulting, lean and agile-focused software engineering, skills training and coaching. Valtech's [OnDemand services](#) are focused on one single outcome: Delivering business agility. Serving customers across industries including finance, travel, energy, media, high-tech and e-business, Valtech OnDemand offerings result in priority business ideas and products converted to working, tested and deployable software every two weeks. Please visit <http://www.valtech.us/us/index.html>.

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