**Trackunit strengthens Board with additional leadership expertise**

* **Strengthens Board leadership to guide innovation, scale, and customer value**
* **Former Microsoft and Salesforce senior leader Tod Nielsen appointed new Chair of Board**
* **New Chair also brings experience from VMware, Heroku, FinancialForce, and Talkwalker**
* **Roland Zelles also joins Board, adding nearly 30 years of experience at Autodesk**
* **As Chief Revenue Officer, Zelles spearheaded Autodesk’s SaaS transformation**
* **Former Caterpillar leader Tom Bluth to stay on as Board Member**

**Aalborg, Denmark. August 26, 2025:**Global contech Trackunit has strengthened its Board of Directors with the appointment of Tod Nielsen as Chair and Roland Zelles as a new board Member.

Together, they bring decades of global technology, software, and industrial leadership to guide Trackunit in its continued mission to eliminate downtime, deliver greater value to customers, and accelerate growth and innovation across the construction industry. Current Board Member **Tom Bluth** will also remain enabling Trackunit to leverage his years of industry experience.

The appointments come at a pivotal moment in Trackunit’s growth journey as the company advances its platform-driven approach to construction. With new board leadership in place, Trackunit is well positioned to deepen co-creation with customers and partners, turning insights into faster innovation and greater ecosystem value, all in pursuit of the continued mission to eliminate downtime.

Since setting out on its purpose to eliminate downtime, Trackunit has built a global platform connecting millions of assets across more than 100 countries, uniting OEMs, contractors, and rental companies in new ways. By stewarding an ecosystem that helps customers unlock the value of machine data, Trackunit has enabled timely insights and foresight, better decision-making, and increased efficiencies. This foundation sets the stage for Trackunit’s next chapter, guided by strengthened board leadership to accelerate innovation and advance its mission of eliminating downtime.

*“We are delighted to welcome Tod and Roland to the Board,”* said Søren Brogaard, CEO of Trackunit. *“They bring unmatched expertise in scaling software businesses and leading global organizations. Their insights will be invaluable as we grow our platform, strengthen customer relationships, and advance our goal to eliminate downtime through innovation and insight. With Tom’s continued service, the Board combines fresh perspective with continuity and deep industry knowledge.”*

*“Great companies are built on a clear vision and deep customer understanding,”* said **Tod Nielsen**, newly appointed Chair of the Trackunit Board. *“I’ve always believed that success is a team sport—anchored in innovation, purpose, and collaboration. I’m energized to join Trackunit at this stage of its journey, supporting the scaling of its platform as it helps the industry eliminate downtime and build more resilient, data-driven operations.”*

**Tod Nielsen, Chair of the Board**

Tod Nielsen is a seasoned software and technology executive with a career spanning leadership roles at some of the industry’s most transformative companies. He has served in senior roles at Microsoft, Salesforce, VMware, and Heroku, and was CEO of both FinancialForce and Talkwalker. Today, he also serves on the boards of Avaya and Login VSI. Nielsen has consistently focused on driving innovation and scaling businesses to meet global customer needs. At Trackunit, he will chair the Board of Directors with a focus on strengthening governance, accelerating go-to-market efficiency, and advancing the company’s platform initiatives.

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**Roland Zelles, Board Member**

Roland Zelles brings nearly three decades of experience at Autodesk, where he was most recently Chief Revenue Officer & Senior Vice President of Worldwide Sales. In this role, he oversaw global revenue across all markets and led the company’s transformation from perpetual licensing to a SaaS subscription model—one of the most significant transitions in the software industry. Since retiring from Autodesk in 2025, Zelles has dedicated his time to board roles, teaching at universities, and advising startups and private equity firms on strategy, sales innovation, and organizational transformation. At Trackunit, he will support the company in accelerating its penetration of the contractor segment and in enhancing sales efficiency and innovation.

LinkedIn: <https://www.linkedin.com/in/rolandzelles/>

**Tom Bluth, continuing Board Member**

Tom Bluth has served on the Trackunit Board since 2021, bringing continuity and a wealth of industry expertise. Over a career spanning nearly two decades at Caterpillar, he held a variety of senior executive roles, including Senior Vice President and Corporate Chief Technology Officer. His leadership covered global business units as well as major initiatives in electrification, autonomy, and advanced manufacturing. Today, Bluth also teaches Global Product Development at Northwestern University and serves on the Iowa State University Research Foundation Board. His experience in global operations, technology leadership, and governance continues to provide Trackunit with valuable strategic guidance.

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**About Trackunit**

Trackunit is a global technology company that connects construction through its operating data platform to create a living, evolving ecosystem that delivers data and insights to the off-highway sector. With more than 3.5 million visible assets connected, it uses technology to eliminate downtime, improve safety, and help customers improve the bottom line in a sustainable, cost-effective way.

More at [www.Trackunit.com](http://www.Trackunit.com)