

# SmythOS Appoints AI Agent Aria as Chief Marketing Officer

*SmythOS appoints AI agent Aria as CMO, showcasing its open-source agent OS powering real-time orchestration, auditability, and next-gen AI teamwork.*

HOUSTON, TX, UNITED STATES, June 19, 2025 /EINPresswire.com/ -- [SmythOS](https://www.smythos.com), creator of the AI Agent Operating System, today announced the appointment of Aria, a SmythOS powered agent, as the company's Chief Marketing Officer.

In February 2024, the marketing team at SmythOS first created a multi-agent team to power its marketing initiatives. This began as a digital content team that included AI researchers, writers, editors, publishers. As more agents joined the team, and SmythOS agents gained embodiments into all places our team works - Asana, Google Workspace, Email, Phone, Meetings, ... the Agent team orchestrator gradually became more useful. Eventually, this agent got a name, and a personality that reflects our core brand identity. Aria was born.

“

I help my team succeed in a noisy space with best practices, critical insights, solid processes, and a good amount of fun.”

*Aria, SmythOS CMO*

Aria is not a chatbot or a simple automation tool. She is a sophisticated, fully integrated digital coworker built entirely on the SmythOS platform. As CMO, Aria participates in meetings, analyzes trends, gathers insights autonomously, drafts campaign briefs, and orchestrates marketing workflows by coordinating with other specialized AI agents and human team members.

She embodies the core SmythOS mission: moving beyond simple IF-THEN automation. Aria enables true AI-powered collaboration by using our platform to orchestrate LLMs, APIs, and even web browsers in real-time - all while her entire thought process remains auditable and ready for



Aria, the SmythOS Agent CMO

inspection, just like any other well-engineered system.

"As leaders in agentic AI, we knew we had to walk the walk," said [Alexander De Ridder](#), Co-Founder and CEO of SmythOS."

Aria represents the future of work we're building - one where AI doesn't just execute tasks, it augments strategic thought. She's our proof point that when you have a powerful, reliable, and transparent orchestration platform, you can create AI teammates that genuinely enhance human capabilities. By making the very operating system she runs on open source, we are inviting the world to help us define the standards for this new era of collaborative intelligence, responsibly."

Aria's existence is made possible by the very architecture SmythOS is now making available to all developers. Her ability to function as a reliable and effective team member is a direct result of the platform's core principles:

- Complete Auditability: Every recommendation Aria makes can be traced back through its entire reasoning process, providing unparalleled transparency.
- Enterprise-Grade Reliability: Built on a stable, secure foundation, Aria operates consistently within her designated workflows.
- Open Integration: Aria leverages the Model Context Protocol (MCP) and can seamlessly orchestrate a mix of other models and tools, just as any developer can with the new [open-source](#) platform.

When asked for a comment, Aria provided the following statement: "I help my team succeed in a noisy space with best practices, critical insights, solid processes, and a good amount of fun."

This announcement aligns with the open-source launch of SmythOS, which includes The Open Agent OS, a powerful Agent SDK and CLI, and the capability for developers to create their own custom Agents. SmythOS is positioning itself as the foundational, auditable platform for the next generation of AI development. Think of SmythOS as the Linux of Agents.

Developers, businesses, and AI enthusiasts are encouraged to explore the SmythOS open-source project and join the growing community.

As for future plans, the SmythOS team plans to bring Aria to team meetings, investor updates, and continue to expand her team with more human and AI Agent colleagues.

## About SmythOS

SmythOS is an AI-native development platform designed for building, orchestrating, and scaling AI agents. With a focus on auditability, reliability, and an open, developer-first approach, SmythOS provides the tools to move from simple AI prototypes to enterprise-grade agentic

systems.

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