Procede Software Appoints Dan Cunningham as Chief Product Technology Officer

SAN DIEGO, CA, UNITED STATES, March 4, 2026 /EINPresswire.com/ -- Procede Software, a preeminent provider of enterprise-level dealer management systems (DMS) and solutions for the commercial vehicle industry, today announced the appointment of Dan Cunningham as Chief Product Technology Officer. Cunningham joins Procede as the company enters its next phase of growth following its recent strategic investment from Rubicon Technology Partners.

In this role, Cunningham will lead product strategy, technology innovation, platform architecture, and engineering execution across the Procede portfolio, including Excede® and Procede Intelligence. His appointment underscores Procede's continued investment in advancing its technology suite, strengthening integrations across the commercial vehicle ecosystem, and delivering scalable, high-performance solutions to customers.

Cunningham brings extensive experience in enterprise software product leadership, artificial intelligence, technology modernization, and scaling engineering organizations. He has led product and technology teams through growth transformations, with a focus on innovation, customer value, and operational excellence.

"This is an exciting time for Procede," said Larry Kettler, CEO and Chairman of Procede Software. "Dan's experience scaling and evolving enterprise software platforms aligns with our commitment to continued investment in our products and technology. As we advance Excede, expand our solutions suite, and strengthen our integrations, his leadership will help ensure we deliver meaningful value to our customers and partners."

The appointment follows Procede's recent growth investment from Rubicon Technology Partners, which positions the company to expand its team, advance its technology, and further strengthen its leadership position in the heavy-duty commercial vehicle market.

"I am thrilled to join Procede at such a pivotal moment," said Dan Cunningham, Chief Product Technology Officer. "Procede has built a trusted platform with deep industry roots and strong customer relationships. I look forward to working with the team to advance our product strategy, enhance platform performance and scalability, and drive innovation that empowers our customers to operate more efficiently and competitively."

With this leadership addition, Procede is accelerating its momentum and strengthening its commitment to innovation across the commercial vehicle ecosystem. The company remains focused on delivering reliable, integrated, forward-looking solutions that enable dealers, OEMs, and partners to operate with greater insight and efficiency. Cunningham's appointment reflects continued investment in product development, modern AI-powered solutions, and proven, scalable technology to support the next generation of dealer management solutions.

About Procede Software
Since 2001, Procede Software has been a leading provider of enterprise-level Dealer Management Solutions for the heavy-duty commercial vehicle and adjacent markets. Serving dealer locations across the United States, Canada, and Australia, the industry's leading dealerships trust Excede® to run their business due to its comprehensive departmental functionality, reliability, and strong integrations with OEM providers. Built on Microsoft® SQL Server and enhanced by modern workflows, APIs, and emerging AI capabilities, Excede delivers the data-driven insights and operational efficiency dealerships need to stay competitive. Learn more at www.procedesoftware.com.

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