

Procede Software Marks 15 Years of Growth Under CEO Larry Kettler

A milestone built on customer partnership, innovation, and a people-first philosophy.

SAN DIEGO, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Procede Software today celebrates a significant milestone as Larry Kettler marks his 15th anniversary as Chief Executive Officer & Chairman.

Since joining Procede in 2011, Kettler has led the company through sustained growth, transforming it into one of the commercial vehicle industry's most respected Dealer Management System (DMS) providers. He has stayed focused on a simple philosophy: put customers first, empower great people, and never stop innovating.

Larry brings more than 40 years of technology industry experience to his role as CEO & Chairman. Under his leadership, Procede has seen consistent double-digit growth, expanded its product portfolio beyond its core DMS platform, and introduced solutions spanning analytics, payments, AI, mobility, lease and rental, communications, and business intelligence. The company has also maintained a customer retention rate of 99%, among the highest in the DMS industry.

Yet, according to Kettler, the company's greatest accomplishments cannot be measured by revenue or software releases.

"When I look back over the last fifteen years, I don't think about product launches or financial milestones first," said Kettler. "I think about the people, the incredible employees who have dedicated themselves to serving our customers, the dealerships who have trusted us with their businesses, and the partners who have helped us build something truly special."

Procede's mission has always been to help commercial vehicle dealerships operate more efficiently, become more profitable, and better serve their customers. Over the years, the



company has stayed committed to long-term relationships over short-term gains, investing heavily in product innovation while maintaining the personal service culture that has defined Procede for decades.

"Technology changes incredibly fast," Kettler continued. "But trust, integrity, and doing what is right for customers never go out of style. Those principles have guided every decision we've made."

Over the past fifteen years, Procede has expanded its leadership team, strengthened relationships with leading truck manufacturers and industry partners, and continued to invest aggressively in research and development. Recently, the company has accelerated its focus on artificial intelligence, embedded fintech, advanced analytics, and cloud modernization, positioning customers to thrive in an increasingly connected and data-driven industry.

Kettler credits the company's success to the people around him.

"I've never believed leadership is about one person. It's about creating an environment where talented people can do the best work of their careers. We've assembled an exceptional leadership team and an incredible group of employees who care deeply about our customers. Any success we've achieved belongs to all of them."

He also thanked Procede's loyal customer community.

"Our customers have challenged us, inspired us, and grown alongside us. Many have been with us for decades. Their partnership has shaped who we are as a company, and I remain incredibly thankful for the trust they've placed in us."

Looking ahead, Kettler believes the next chapter will be Procede's most exciting.

"The commercial vehicle industry is entering one of the most transformative periods in its history. Artificial intelligence, automation, connected vehicles, and data will fundamentally reshape dealership operations. Procede intends to lead that transformation while remaining true to who we've always been, a trusted partner committed to helping our customers succeed."

As Procede celebrates this milestone, the company remains focused on the future: continuing to innovate, strengthening customer partnerships, and delivering technology that helps commercial vehicle dealerships thrive for decades to come.

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 for 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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