

Press Release

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Hexagon accelerates its smart digital reality focus, announcing multiple strategic organisational changes

Hexagon AB, a global leader in digital reality solutions, combining sensor, software and autonomous technologies, today announced the following organisational changes, effective immediately:

To meet the fast-growing demand for real-time digital worlds, Juergen Dold, employed with Hexagon since 1995 and most recently serving in a strategic leadership role across Hexagon's Geosystems, Geospatial and Safety & Infrastructure divisions, will assume the role of Executive Vice President Hexagon to lead key enterprise-wide initiatives. Specifically, Dold will oversee Hexagon's focus on the content and platforms necessary to power and operate Smart Digital Reality™ applications and experiences that empower growth within Hexagon's existing markets and offer rapid expansion into new market segments.

"Driving company strategy and growth in the metaverse ecosystem – the new digital reality that is emerging in both the professional and consumer markets – is key to Hexagon's future," says Hexagon President and CEO [Ola Rollén](#). "Bringing together data sets of all types and formats where you can build, store and share digitalised objects and environments is our sweet spot."

Dold's focus will include advancing and expanding the market penetration of Hexagon's HxDR ecosystem, which includes the [HxDR digital reality platform](#) and related business models. The platform allows the convergence and visualisation of almost any geospatial or reality capture data or file format for improved collaboration and decision making. AI-driven photogrammetry and point cloud meshing of terrestrial and aerial data enables a geo "supermesh", essentially creating the visual foundation for any Smart Digital Reality. Such realities can be put to industry use, analysing and interpreting infinite data inputs from the real or digital world to solve business problems, or leveraged in the metaverse—which is described by many as the "quasi successor state" of the internet that focuses on social interaction.

"The metaverse isn't a single place but many digital reality spaces and experiences that companies like Hexagon are working to make more accessible and immersive. Through virtual, mixed or augmented reality functionalities we can provide a higher sense of presence and engagement," continued [Rollén](#). "Additionally, by providing a connected space built from crowdsourced or professionally captured data we can improve collaboration and productivity, especially for remote users and teams. The digital worlds and objects can be used in everything from film making, gaming, and tourism applications to architecture, real estate, land or utilities management, city services, and more."

Dold will continue to report directly to Hexagon President and CEO Ola Rollén as a member of Hexagon's Executive Management team.

Thomas Haring, President of Hexagon's Geosystems division, and Steven Cost, President of Hexagon's Safety, Infrastructure and Geospatial division, will join the Hexagon Executive Management team, reporting directly to Rollén.

Thomas Haring will also assume all responsibilities for Hexagon's AEC (Architecture, Engineering and Construction) business. This includes the software AEC business, which comprises the HxGN Smart Build portfolio previously managed under the PPM division and reported under IES, as well as Hexagon's complementary sensor-software reality capture and visualization solutions, such as the award-winning BLK line, already managed by the Geosystems division and reported under GES.

Hexagon's financial reporting structure consisting of IES and GES will remain the same.

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Hexagon is a global leader in digital reality solutions, combining sensor, software and autonomous technologies. We are putting data to work to boost efficiency, productivity, quality and safety across industrial, manufacturing, infrastructure, public sector, and mobility applications.

Our technologies are shaping production and people related ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.

Hexagon (Nasdaq Stockholm: HEXA B) has approximately 22,000 employees in 50 countries and net sales of approximately 4.3bn EUR. Learn more at hexagon.com and follow us [@HexagonAB](https://twitter.com/HexagonAB).