



Russell Sellers Joins Truiem's Board of Directors

Truiem's CTO joins its Board of Directors to further its focus on technological innovation and leadership in the Digital Experience space.

NAPLES, Fla. - May 26, 2022 - [PRLog](#) -- Truiem™, a Digital Experience Monitoring leader, announced that Russell Sellers, the Company's CTO, has been elected to its Board of Directors.

In today's hybrid workplace, Contact Center agents and critical employees are surrounded by a complex, multimedia digital environment which combines multiple technologies for customer interaction. To effectively assess and improve the Digital Experience of all critical workers, a new approach was required.

Seller's innovative leadership and direction of Truiem's development and architecture delivers a scalable, accurate, and definitive approach in scoring the Digital Experience, while understanding and improving business impacts and outcomes.

"Russell has been key in leading our technological strategy and approach," said Robert Veghte Kennedy, Truiem's CEO. "The recent successes with current deployments and in customer satisfaction are a validation of our strategy working with customers to provide critical data affecting business outcomes and Seller's understanding of the technological challenges involved. An accomplished CTO joining our Board of Directors ensures that the priorities and strategic development of our TruExperience platform are highly focused on solutions."

"I joined the Company because I was excited about the vision and understood from my industry experience the need in the marketplace and our ability to address it," said Sellers. "So often companies create a solution in search of a problem, but Truiem's founders had extensive experience in this space, identified the problem, and were committed to deliver the right solution. Our TruExperience platform allows customers to understand their employees and customers experiences on a whole new level and create business outcomes predicated on that understanding."

Sellers joined Truiem having served as Chief Technology Officer and founder of Arganteal Corporation and Director in IP Communications at Cisco. Sellers has over 20 years of experience creating architectures and high performing teams of software and system developers for mission critical, highly available applications and architectures.

Most recently, Sellers led a team at a major banking institution as Global Head of Container and Cloud Strategy, creating the future cloud and container architecture.

About TRUIEM™

Truiem (<https://truiem.com>) is a Digital Experience Monitoring company providing customers with visibility into the critical services supporting hybrid workplaces and affecting their workers' experience and the end users they interface with.

The TruExperience™ platform focuses on determining the performance and availability of various applications including voice, video, data, and critical services to determine the quality of those interactions. Truiem's customers can anticipate and view real-time digital experiences and gauge their resources' effectiveness. As a result, the company's enterprise and governmental clients can then take corrective action to mitigate substandard conditions and optimize their business outcomes in line with expectations and priorities.

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