

# Ellie Technologies Appoints Industry Leader Sami Hero as New CEO

*Hero brings with him decades of experience in both multi-billion dollar corporations and fast growing startups in the United States and Europe.*

HELSINKI, UUSIMAA, FINLAND, January 13, 2025 /EINPresswire.com/ -- Ellie Technologies, the pioneer in AI-enhanced [data modeling platforms](#), today announced the appointment of Sami Hero as Chief Executive Officer.



Our mission is to further develop significant AI capabilities in 2025 to ensure users can create enterprise data models that reflect reality, are easy to understand and can scale."

*Sami Hero, CEO, Ellie Technologies*

Hero brings with him decades of experience in senior leadership positions in both multi-billion dollar corporations and fast growing startups in the United States and Europe.

Ellie, founded in 2019, has grown to become a transformative leader in data modeling. Ellie's co-founder and first CEO Johannes Hovi continues in a new role as

Chief Growth Officer.

The strategic shift comes as Ellie positions itself at the intersection of [enterprise architecture](#), artificial intelligence, and [collaborative data modeling](#). The latest version, Ellie 7.0, introduced groundbreaking AI-assisted modeling capabilities that have already demonstrated significant impact in enterprise deployments across 20+ countries.

"I'm incredibly excited and humbled by the warm welcome from Ellie's team and the board," says Hero. "I've seen my fair share of failed data projects due to poor modeling and lack of common understanding between the business and IT teams.

"Our mission is to break this cycle and further develop significant AI capabilities in 2025 to ensure users can create models that reflect reality, are easy to understand and can scale."

Early adopters of Ellie's AI-powered platform report up to 60% faster data model development and significantly improved alignment between business requirements and technical implementation.

Mikko Välimäki, chairman of the board, believes it's a change towards smarter ways of working for enterprise data teams.

"2025 marks a shift towards seamless collaboration and smarter, more adaptive enterprise data systems," explains Välimäki.

"Ellie is on the mission to provide next generation data modeling capabilities to a broad user base across the enterprise. A great example is Ellie's novel AI supported ability to generate synthetic metadata in order to decipher complex operational source systems."

Jenny Hrafnisdottir, of Crowberry Capital, sees Ellie filling an unexplored gap in the modern data stack. "We aim to bring increased business participation into analytics and data projects," she adds.

"We see growth in the ability to use developing technologies to ease the participation of data consumers in the design and development process. Ellie is the perfect replacement for Miro, MS Visio or Lucidchart when it comes to collaborative modeling."

John Sjölander, of Newion, is particularly excited about growth opportunities in building a platform for enterprise data and large data teams.

"Most enterprise data projects or platforms fail because there isn't enough support for collaboration at scale," he says. "Massive legacy systems remain incompatible with modern data solutions when business experts feel misunderstood in the data initiatives. We're thrilled that Ellie is addressing key challenges for enterprises."

## Ellie Unveils Strategic Vision for Enterprise Data Architecture in 2025

Under Hero's leadership, Ellie is doubling down on its vision of AI-powered collaborative data and modeling architecture, addressing critical challenges faced by global enterprises in their digital transformation journey.

### Ellie's Strategic Priorities for 2025

1. AI-Augmented Architecture: Leveraging generative AI to automate complex modeling tasks and power intelligent decision-making
2. Business-IT Convergence: Revolutionary collaborative frameworks that eliminate traditional silos between business and technical teams
3. Scalable Enterprise Modeling: Advanced modeling capabilities that adapt to both immediate tactical needs and long-term strategic goals
4. Real-Time Integration: Enabling enterprises to build and maintain dynamic, responsive data architectures

“As enterprises grapple with increasingly complex data landscapes, the convergence of AI and collaborative modeling isn't just an opportunity—it's an imperative,” says Hero.

“Ellie is uniquely positioned to lead this transformation, enabling organizations to turn their data architecture from a constraint into a competitive advantage.”

About Ellie Technologies

Ellie Technologies develops Ellie.ai, an AI-powered collaborative data modeling and enterprise architecture platform for enterprises. The company was founded in 2019 by Johannes, Hannu Järvi and Jari “Jaffa” Jaanto.

In 2023, Crowberry Capital and Newion led Ellie’s seed round to drive growth. Ellie has customers in over 20 countries covering several industries such as healthcare, telecommunications, financial services, manufacturing and distribution.

For more information, contact:

Sami Hero, CEO, [sami.hero@ellie.ai](mailto:sami.hero@ellie.ai)

Sami Abraham, Marketing & Communications, [sam.abraham@ellie.ai](mailto:sam.abraham@ellie.ai)

Sam Abraham

Ellie Technologies

+358 40 4895879

[sam.abraham@ellie.ai](mailto:sam.abraham@ellie.ai)

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