

Marty Priest has been named Chief Executive Officer of congruentX, marking a new chapter focused on delivering outcome-based transformation for customers in the era of AI.

“With more than 20 years in technology, I have seen a consistent gap between vision and execution,” said Priest. “Too many transformation initiatives are measured by effort and activity rather than results. At congruentX, we are fundamentally changing that model by aligning our success directly to the outcomes our customers achieve.”

CongruentX differentiates itself through an outcome-based delivery model, where the majority of its fees are tied to verified results in production. This approach ensures accountability, accelerates time to value, and aligns incentives between the company and its customers.

Priest emphasized the strength and continuity of the congruentX leadership team, noting that the company’s founders remain actively engaged and focused on driving the next phase of growth:

- Chuck Ingram, Chief Frontier Strategy Officer
- Chris Cognetta, Chief AI and Technology Officer
- Mike Hauck, Chief Outcomes Officer
- Avi Gupta, Chief Operating and Financial Officer

“I am especially excited to be reunited with this leadership team,” Priest added. “We worked closely together at Tribridge, and I have seen firsthand their ability to build, scale, and deliver results. Their continued leadership and commitment to congruentX is a significant advantage for our customers and partners.”

“At a time when artificial intelligence is reshaping every aspect of business, organizations cannot afford slow, complex, and unpredictable implementations,” Priest said. “Our approach is simple—led by experienced professionals and accelerated by AI, to deliver faster, better, and more cost-effective outcomes.”

Under Priest’s leadership, congruentX will continue to focus on helping customers modernize their business applications, particularly in CRM, AI Agents and AI-driven platforms, with an emphasis on speed, precision, and measurable business impact.

“We are relentlessly focused on customer outcomes,” said Priest. “Not activity. Not milestones for the sake of milestones. real, measurable results. When our customers succeed, we succeed.”

Priest concluded, “This is a pivotal moment in our industry. The combination of human expertise and AI-driven execution creates an opportunity to redefine how transformation is delivered. I am honored to lead congruentX and excited about what we will accomplish together.”