

# P R E S S R E L E A S E

**FOR IMMEDIATE RELEASE**

## **WeAreBrain and Pulsr merge to form a defining European AI-native product development company**

*Ten years of building, a decade of learning, and towards a successful agentic future. WeAreBrain and Pulsr are joining forces under a single, sharply defined ambition: to lead in AI-native product development.*

**Amsterdam, 12 May 2026** — WeAreBrain and Pulsr today announced their merger, bringing together two complementary organisations to form a company with greater depth, tighter focus, and the ambition to match. The result is a single entity, operating under the WeAreBrain name, built to lead the shift toward AI-native product development.

The merger reflects where the software development industry is heading, and where both WeAreBrain and Pulsr have been building toward. WeAreBrain contributes market presence, brand credibility, an established client base, and proven AI and product development expertise. Pulsr brings a forward-looking vision and deep specialisation in AI-native architecture and data science. Together, the capability sharpens and the scope of what is possible expands.

The ambition is to build the definitive European AI-native technology powerhouse, moving beyond software delivery toward helping organisations reimagine how they build, own, and scale their technology. That means sharper AI capability grounded in strong data foundations and solutions built to last. It means bringing a founder's instinct to every engagement, shaped by years of building startups and a growing pipeline of new ventures. And it means an uncompromising commitment to European values: data privacy, open-source infrastructure, and real ownership built into the architecture of everything delivered.

*"Ten years ago we set out to build technology that genuinely matters. Every project, every client, every hire has moved us further toward the kind of company we always intended to become. This merger is the decisive step. We are not repositioning. We are sharpening something that has been in motion for a long time. WeAreBrain is now exactly what we built it to be, and we are only getting started."* — Mario Grunitz, Co-founder, WeAreBrain

Joining Grunitz in leading WeAreBrain are Enrico Karsten, Kjeld Oostra, and Jeroen Thijs. Mario and Enrico will collaborate closely over the first two months to architect the company's new organisational structure. Kjeld leads the AI and Data Science practice and, as the owner of Sinas, drives innovation in the ways of working that sit at the technical core of what

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WeAreBrain is building. Jeroen joins at strategic management level, contributing long-term direction without day-to-day operational involvement.

*"The way software gets built is changing permanently. AI-native architectures and solid data foundations are the baseline. What Pulsr has been building is precisely the technical foundation that makes this possible at scale. Bringing that into WeAreBrain means we can deliver AI-native systems that give organisations real control over their technology, reducing vendor dependency, building on open infrastructure, and creating something that lasts." — Enrico Karsten, co-CEO, WeAreBrain*

A concrete signal of the combined organisation's direction is Sinas, an agentic orchestration and control layer that connects data, agents, and tools into secure, traceable workflows. It accelerates delivery of value while reducing vendor lock-in, grounded in open source as a commitment to accelerate the market.

After a decade of building WeAreBrain into what it is today, Elvire Jaspers has decided that now is the time to pass the torch to incoming co-CEO Enrico Karsten. She remains close to the company and will be with WeAreBrain through at least the end of the year. The combined organisation is also expanding its physical presence with a new office in Valencia, a reflection of the growing scale and ambition behind this next chapter.

In late May, another product will follow: One, a business operating system that unifies data and systems into a single, queryable interface. Together Sinas and One are the first tangible outputs of the combined organisation's new direction.

## **About WeAreBrain**

WeAreBrain is an AI-native product development company and venture studio headquartered in Amsterdam, with offices in Kyiv, Valencia and Lausanne. Since its first work in AI and automation in 2018, the company has been helping organisations build better software, grounded in strong data foundations, open-source infrastructure, and genuine European sovereignty. The combined organisation brings together established market presence, deep AI and product development expertise, and a pipeline of purpose-built products including Sinas and One. WeAreBrain's ambition is to become the defining European AI-native technology powerhouse: building sovereign systems where AI and data are core, and where real ownership stays with the organisations it serves.

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