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Beyond bits and bytes: Cate Lochead on telling Bentley's story differently

Water & Wastewater Asia speaks to **Cate Lochead**, chief marketing officer at Bentley Systems, about her priorities in strengthening Bentley's global marketing strategy, the company's pragmatic approach to AI, and how storytelling can bridge the gap between complex engineering solutions and real-world value.

Bentley Systems' newly appointed chief marketing officer, Cate Lochead, sees her role as an opportunity to build upon the company's long-standing legacy while amplifying its voice in the infrastructure technology landscape.

"There's such a huge opportunity to build on all the work that the company's done," she said. "One of my key priorities is to make the incredible stories of how users gain value from Bentley more visible and accessible."

Lochead acknowledged Bentley's history as a company focused on engineering excellence, often taking a conservative approach to self-promotion. Now, her vision is to help Bentley communicate its impact more effectively by connecting complex engineering solutions to tangible outcomes.

"The industry is focused on building faster, safer, and more resilient infrastructure," she



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Cate Lochead, Chief marketing officer at Bentley Systems

explained. "At Bentley, we need to talk about that more—beyond the bits and bytes—to show how our technologies contribute to the bigger picture."

LEARNING FROM EXPERIENCE

Having led marketing teams at major technology firms such as Oracle and Intuit, Lochead brings a deep understanding of how culture drives innovation.

"Oracle and Intuit were very different environments, and Bentley is unique again," she said. "Each company had a strong founder culture. What drew me to Bentley is the amazing, smart people here—it's a culture of collaboration and purpose. I hope to learn as much as I contribute."

She also emphasised the importance of cultivating curiosity and adaptability in a rapidly changing market.

"AI is disrupting everyone—not just our customers, but also our own business and competitive landscape," she noted. "Building a team that's curious, willing to learn, and ready to do things differently is a key focus for marketing."

A PRAGMATIC APPROACH TO AI

Lochead highlighted Bentley's pragmatic integration of artificial intelligence into its products and internal workflows.

"Many companies talk about what they could do with AI. Bentley is already applying it in ways that make sense and deliver value right away," she said. "In marketing, we're exploring how AI can help us scale faster and engage our ecosystem more effectively, not by replacing people but by supporting them."

She believes this thoughtful application of AI distinguishes Bentley from competitors that chase trends without clear outcomes.

"AI should be productive and logical, not just exciting to talk about," she said. "It's about giving people the assistance they need to do their jobs better and faster."

RESPONSIBLE STORYTELLING

IN THE AI ERA

Asked how marketing can remain authentic amid the AI boom, Lochead cautioned against overreliance on automated content generation.

"Garbage in, garbage out still applies," she said. "If you just tell AI to write website copy, you'll get average results. The value lies in how humans use AI as a tool to refine and scale their thinking—not to replace creativity."

She appreciates Bentley's adoption of the term copilot to describe AI-assisted workflows.

"It grounds people in the idea that AI is a partner, not a replacement," she added. "That's how we'll keep marketing authentic and focused on real-world outcomes."

As Bentley continues to evolve its global marketing strategy, Lochead's approach blends respect for the company's heritage with a forward-looking vision—one that champions storytelling, collaboration, and responsible innovation.