



# RADIX<sup>®</sup>

<b>POSITION</b>	<b>CHIEF REVENUE OFFICER</b>
<b>REPORTS TO</b>	Chief Executive Officer
<b>DATE</b>	June 2026
<b>LOCATION</b>	Dallas, TX
<b>MORE INFORMATION</b>	<a href="https://www.radixiot.com/">https://www.radixiot.com/</a>
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## COMPANY OVERVIEW

Radix IoT (Radix) is a Dallas-based industrial IoT (IIoT) and critical infrastructure software company focused on real-time monitoring, analytics, automation, and operational intelligence for distributed physical infrastructure.

Radix delivers a purpose-built monitoring and intelligence platform for critical facilities — including data centers, renewable energy, healthcare, industrial plants, and mission-critical infrastructure. The platform provides real-time visibility, predictive analytics, and operational resilience that consulting engineers, operators, and facility owners trust when uptime, compliance, and efficiency are non-negotiable.

Its core product is the Mango platform, a cloud-native, vendor-agnostic platform that connects disparate operational technology (OT), building systems, sensors, and industrial equipment into a unified data environment. Commercialization of the open-source Mango Automation platform and has positioned itself as a modern alternative to legacy SCADA, DCIM, and building automation systems. Radix emphasizes:

- Edge-to-cloud architecture
- Protocol agnostic integration
- Real-time operational visibility
- Predictive analytics
- Multi-site infrastructure management
- Rapid deployment without rip-and-replace infrastructure changes

The platform is deployed across tens of thousands of locations globally and is increasingly associated with mission-critical environments such as data centers, telecom infrastructure, utilities, energy systems, and smart commercial buildings.



## MARKET CATEGORY / INDUSTRY POSITIONING

- Radix IoT competes primarily in the broader category of Global Industrial IoT Platform Market -
- Industrial IoT (IIoT) Platforms - Platforms that connect industrial equipment, sensors, and OT systems for monitoring, automation, and analytics.
  - Critical Infrastructure Monitoring - Software and operational platforms for managing geographically distributed infrastructure assets.
  - Data Center Infrastructure Management (DCIM) - Particularly focused on next-generation monitoring for AI-ready and hyperscale data centers.
  - Smart Buildings / Building Automation - Modern cloud-based alternatives to traditional BAS/BMS platforms.
  - Edge-to-Cloud Operational Intelligence - A newer category combining edge computing, telemetry, analytics, and centralized control.
  - Operational Technology (OT) + IT Convergence - Helping enterprises unify historically siloed operational systems into enterprise-wide intelligence platforms.

## HISTORY

Radix IoT emerged from the evolution of industrial monitoring, operational technology, and mission-critical infrastructure management. Built around the Mango platform, the company transformed from a niche monitoring solution into a hyperscale operational intelligence platform focused on critical facilities and infrastructure. Radix IoT has achieved renewal rates exceeding 99%, reinforcing the company's focus on long-term customer value, recurring revenue, and expansion within existing accounts.

Originally, Mango served smaller deployments in sectors such as oil & gas and renewable energy. The platform evolved into a highly scalable enterprise solution supporting hyperscale environments with millions of data points and distributed infrastructure across industries. The company's growth strategy has centered on proving scalability first — establishing credibility with large enterprise customers before expanding into broader market adoption.

Key milestones include:

- Expansion from small-scale monitoring to hyperscale enterprise deployments
- Deployment across tens of thousands of telecommunications assets
- Adoption by major global enterprises and infrastructure operators
- Development of a recurring-revenue SaaS operating model
- Evolution from hardware-centric industrial systems into a software-first platform business

## CHAPTER

**The Hyperscale Growth Phase** - Radix IoT is currently entering a pivotal growth chapter focused on scaling from a founder-led, engineering-driven organization into a mature enterprise growth company. This chapter is defined by several strategic priorities:

- **Building a Commercial Growth Engine**  
The company is transitioning from relationship-driven enterprise wins toward a repeatable commercial growth model capable of generating mid-market recurring revenue accounts,



expansion-oriented customer relationships, diversified ARR streams, predictable pipeline development, and engineering-community-driven market penetration

– **Expansion Through the Engineering Community**

A major strategic focus is increasing penetration within consulting engineering and specification communities. The engineering ecosystem plays a critical role in product specification, infrastructure design standards, technology recommendations, early-stage project influence, and long-term customer introductions

– **SaaS and Recurring Revenue Optimization**

Radix has intentionally transformed from a services-and-hardware-oriented business model into a recurring software revenue company. ~ 85% of revenue is recurring software revenue. Long-term enterprise subscriptions are prioritized. Professional services are strategically integrated into subscription value. Customer expansion and retention are core valuation drivers

– **Leadership Evolution**

Radix is entering a succession and leadership maturation phase. Founders and executive leadership are focused on scaling executive capabilities, building a sustainable leadership structure, delegating operational growth responsibilities, establishing long-term organizational scalability, and preparing the company for its next stage of expansion

## CHARTER

Radix is at an exciting inflection point. With strong product-market fit and ~\$15M in ARR, they are positioned to accelerate growth through deeper penetration with engineering firms, end-users, and strategic channel partners, with a clear path to \$100M ARR. Radix is pursuing a highly targeted enterprise Go-To-Market (GTM) Strategy and motion centered on operationally complex, distributed infrastructure environments.

### Vertical Industry Specialization

Rather than horizontal IoT, Radix focuses on industries with high uptime requirements, large, distributed asset footprints, legacy system fragmentation, operational risk, and energy management needs. Primary verticals include:

- Data centers
- Telecom / carrier infrastructure
- Utilities and energy
- Smart commercial buildings
- Hospitals
- Universities
- Renewable energy / microgrids (Radix IoT)

### Enterprise Solution Selling

Radix is focused on infrastructure-centric enterprise solution selling using a consultative enterprise sales motion involving complex technical discovery, multi-stakeholder buying groups, OT + IT alignment, long sales cycles, and integration-heavy deployments.



### Land-and-Expand

The platform’s architecture supports expansion from a single facility to a regional portfolio to a global infrastructure network. One operational use case translates into broader operational intelligence platforms. Expansion opportunities include predictive maintenance, AI-driven analytics, workflow automation, enterprise reporting, and operational orchestration

### Vendor-Agnostic Messaging

A major differentiator in Radix’s GTM messaging is “a single source of truth that connects everything without requiring rip-and-replace.” This appeals strongly to enterprises with legacy infrastructure, mixed vendor environments, large installed OT bases, and capital constraints.

### Thought Leadership / Infrastructure Expertise

The company is highly active in industry conferences, infrastructure publications, data center thought leadership, telecom operational discussions, energy resilience content, and AI infrastructure trends reinforcing an awareness strategy designed to establish broad credibility.

Milestone	Definition of Success
90 Days	Deep immersion complete. Revenue team assessed. Quick wins identified and underway. Operating cadence established.
6 Months	Radix IoT positioned in 3+ major engineering firms’ standard specifications. Pipeline coverage at 3x annual target. Key channel partnerships formalized.
Year One	Revenue team scaled and performing against plan. Clear data-driven strategy in place. Measurable increase in win rate on engineer-driven opportunities. NRR maintaining at 120%+.
Year Three	\$50M ARR milestone achieved. Radix IoT established as the category-defining platform in 2+ vertical markets.
Year Five	\$100M ARR. Diversified revenue across direct, channel, and expansion motions. CRO has built a leadership team capable of carrying the next stage of growth.

## MISSION / VISION

### Mission

To empower organizations operating mission-critical infrastructure with real-time operational intelligence, scalable monitoring, and resilient digital infrastructure visibility.

### Vision

To become the leading hyperscale operational intelligence platform for critical facilities and distributed infrastructure worldwide. Radix IoT exists to:

- **Deliver Mission-Critical Reliability** - Provide always-on monitoring and operational visibility for infrastructure environments where uptime, resilience, and operational continuity are essential.



- **Enable Hyperscale Infrastructure Operations** - Support customers operating at massive scale through multi-site telemetry aggregation, real-time analytics, enterprise-grade architecture, open integration frameworks, and scalable SaaS delivery
- **Lead Through Open Integration** - Create interoperability across BMS platforms, BAS systems, SCADA environments, Industrial IoT ecosystems, and cloud and edge infrastructure
- **Build Long-Term Customer Partnerships** - Operate with a land-and-expand model that prioritizes customer success, retention, operational trust, expansion through measurable value, and multi-year strategic relationships
- **Influence Infrastructure Standards** - Partner with engineering communities, consultants, and infrastructure leaders to shape operational best practices, influence specifications, support digital transformation, and advance intelligent infrastructure operations

### LEADERSHIP TEAM



**FRED DIRLA**  
CEO  
[LinkedIn Profile](#)



**TOM EDWARDS**  
CFO & President  
[LinkedIn Profile](#)



**DAVE SCHAIBLE**  
COO  
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**JOEL HAGGAR**  
CTO & AI Officer  
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**JASON THACKER**  
CIO  
[LinkedIn Profile](#)



## COMPANY NEWS

May 2026 - [Radix IoT Appoints Joel Haggar as Chief Technology & AI Officer](#)

January 2026 - [Radix IoT Wins 2026 IoT Breakthrough Analytics Innovation Award](#)

February 2025 - [Radix IoT's Mango Platform Drives Unmatched Operational Efficiency at ORU and CityPlex Towers](#)

## FINANCIAL PARTNER



Radix IoT (Radix) is wholly owned subsidiary of Compass Datacenters. Rather than an external partnership, Radix operates as the dedicated Software-as-a-Service (SaaS) and IoT arm of the company. Radix also operates independently in the broader market servicing edge data centers, telecommunications networks, carrier infrastructure, renewable energy grids, and smart property management ecosystems.

Compass Datacenters is a prominent American multinational data center company specializing in designing and constructing custom, turn-key hyperscale data center campuses for the world's largest technology firms and cloud providers. <https://www.compassdatacenters.com/>

Compass Datacenters is primarily backed by a consortium of major financial partners, led by the private equity arms of Brookfield Infrastructure Partners and the Ontario Teachers' Pension Plan. Additionally, the firm has an active permanent capital partnership with KKR to continuously fund their hyperscale data center construction.



## **CHIEF REVENUE OFFICER**

Radix IoT is seeking a growth-oriented Chief Revenue Officer (CRO) capable of scaling a mission-critical infrastructure SaaS platform from founder-led enterprise selling into a repeatable, engineering-driven commercial growth engine. The CRO will author and execute Radix's Go-To-Market strategy (GTM) and own all revenue-generating functions and work in close coordination with the senior leadership team in building a thought leading, progressive, world-class business.

The CRO is expected to operate as a player-coach in the early phase of tenure. This is not a purely strategic hire — the CRO will be in the market, present on key pursuits, and directly engaged with engineering firm relationships while simultaneously building the team and infrastructure for scale. This requires an accomplished digital infrastructure sales leader with a demonstrated history of successfully delivering complex hyperscale and large enterprise critical facility solutions requirements.

Radix is positioned at the intersection of Industrial IoT, Critical facilities management, Infrastructure intelligence, Enterprise SaaS, Digital operations, Building automation, and Energy and infrastructure monitoring. Its strategic advantage lies in combining hyperscale operational capability with open-platform software architecture and deep integration across critical infrastructure ecosystems.

## **DUTIES & RESPONSIBILITIES**

The selected CRO will be expected to build a scalable commercial engine, expand penetration within engineering ecosystems, diversify ARR concentration risk, increase mid-market enterprise growth, scale recurring software revenue, institutionalize pipeline generation, build and lead a modern sales organization, and position Radix IoT as a leading hyperscale operational intelligence platform

### **Revenue**

- The CRO is directly accountable for Radix's revenue creation and achieving agreed upon performance benchmarks and milestones.
- Develop and execute a comprehensive go-to-market strategy targeting new logo acquisition and expansion within existing critical facility accounts.
- Own the annual revenue plan and quarterly forecasting process, with full accountability for ARR, pipeline coverage, and NRR.
- Sell to and through Radix target audiences to include consulting engineers, commissioning agents, design consultants, infrastructure architects, and mission-critical engineering firms.
- Personally engage on major account pursuits, complex sales cycles, and strategic partnerships — particularly in the early tenure period.
- Highly familiar with RFQs / RFPs / Design specifications / Lunch-and-learn programs / Commissioning ecosystems / Greenfield project engagement, etc.
- Establish the operating cadence, metrics framework, and CRM discipline required for predictable, scalable growth.



- Develop and expand channel partner relationships with systems integrators, manufacturer's reps, and commissioning firms.
- Develop and implement sales infrastructure, systems, and KPI / metrics for success.
- Manage key client relationships and actively participate in developing and closing strategic opportunities.

### **Strategy**

- The CRO is expected to think ahead, look around corners, and effectively navigate Radix to achieve near term revenue objectives balanced with healthy customer pipelines.
- Focus on profitable revenue. The CRO will focus on strategies and customers that represent profitable partnerships in the interest of achieving key EBITDA performance objectives.
- Identify mutually beneficial industry partnerships and alliances with progressive sustainability minded organizations driven with similar purpose and charters.
- Ensure accurate sales forecasting to ensure alignment with capital raise, allocation, and deployment plans. Define, analyze, and interpret key customer and revenue acquisition metrics to effectively track, manage and maximize team effectiveness.
- Establish successful sales and marketing campaigns that promote Radix unique value proposition and purpose resulting in extreme customer engagement initiatives.
- Guide necessary adaptations to product and service offerings relative to market and ongoing demands for sustainable solutions.
- Partner with marketing to generate qualified pipeline through thought leadership, engineer-focused webinars, industry events, and content that positions Radix as the technical authority.
- Ensure marketing investment is tightly aligned to pipeline and revenue outcomes, not just brand metrics.

### **Executive Management**

- Serve as a key member of the executive team, reporting directly to the CEO.
- Provide board-level visibility into revenue performance, market dynamics, and competitive landscape.
- Model the culture and values of the organization in all commercial interactions.
- Identify, recruit, acquire, organize, and develop the sales team to overachieve relative to individual and corporate performance objectives.
- Maintain the highest level of professionalism and personal integrity in making decisions, maintaining citizenship, ensuring accuracy, and providing transparency.
- Promote Radix as an earnest industry thought leader through demonstrated actions and activities. Make the right call. Fail fast. Succeed faster.
- Be the behavior you expect from your team. Break down effective go-to-market strategies related to each Radix product and solution offering to a multi-faceted team.

### **Engineering Community Leadership**

- Build and leverage principal-level relationships within leading Consulting Engineering firms (MEP, commissioning, energy, critical infrastructure).
- Directly influence the development of RFPs, RFQs, and Master Specifications to ensure Radix IoT is positioned as the preferred or baseline solution for monitoring platforms.
- Represent Radix IoT at key industry forums including ASHRAE, 7x24 Exchange, Uptime Institute, BICSI, and Data Center World.



### **Customer Success & Retention**

- Build and maintain world-class onboarding, adoption, and expansion programs.
- Own Net Revenue Retention as a key performance metric, with a target of >120%.
- Drive land-and-expand motions across the existing account base to accelerate ARR growth without proportional headcount addition.

### **MARKET KNOWLEDGE & EXPERIENCE**

- Progressive revenue leadership in B2B SaaS, IoT, or enterprise software serving critical infrastructure – data centers, healthcare, industrial, financial, etc.
- Proven track record working at the Principal / Partner level at Consulting Engineering firms with direct influence over RFP/RFQ content and technical specifications.
- Experience with both direct enterprise sales and channel/partner-led go-to-market models.
- Familiarity with connected building technology, EPMS, or related infrastructure intelligence platforms.
- Demonstrated success scaling a business from ~ \$15M to \$50M-\$100M+ ARR.
- Deep familiarity with complex sales cycles involving engineers, owners, operators, and procurement in mission-critical environments.
- Strong technical aptitude with the ability to credibly discuss IoT, BMS, DCIM, power monitoring, environmental monitoring, and data analytics at a detailed level.
- Experience building and leading high-performance sales, channel, and customer success teams in a growth-stage environment.
- Engineering background, technical degree, or equivalent demonstrated technical fluency strongly preferred over general business credentials alone.
- Established network within ASHRAE, 7x24 Exchange, Uptime Institute, IFMA, or similar organizations.

### **KEY QUALIFYING CRITERIA**

The CRO will be an accomplished revenue acquisition-oriented executive with demonstrated success authoring and executing go-to-market (GTM) strategies for innovative solutions. He/She will be a talent magnet to the organization by virtue of their sophisticated “chess not checkers” approach to the art of the deal. The ideal candidate combines deep industrial / mission-critical infrastructure experience, enterprise SaaS revenue leadership, engineering ecosystem relationships, entrepreneurial operating capability, and strategic commercial scaling expertise. More specifically:

**Go To Market (GTM)** - History of authoring successful GTM plans for innovative technology solutions across multiple geographic markets with diverse target customer demographics.

**Strategy** – Demonstrated history of influencing strategy, vision, and execution which positively impacted the company’s success trajectory and resulting value creation.

**Engineering Community Selling Experience** – History leveraging existing relationship ecosystems to sell through specification-driven channels and influence infrastructure design decisions before owner-direct selling opportunities emerge.



**Enterprise SaaS / Recurring Revenue Expertise** – Command selling ARR-driven business models, subscription revenue economics, SaaS growth metrics, land-and-expand strategies, enterprise software lifecycle management, and customer retention and expansion motions

**Proven Revenue Growth Leadership** – Demonstrated diversified recurring revenue growth rather than dependence on a few “elephant” accounts. This requires someone who can lead multi-million-dollar strategic deals and build scalable mid-market growth motions.

**Entrepreneurial Operator Mindset** - The CRO will build on the foundation of Radix’s GTM and customer acquisition success to date requiring ambition to thrive in a lean, hands-on, high-growth environment ripe for a resourceful and adaptable executive to build and execute.

**Cultural Fit and Leadership Style** - Leadership works hard to drive growth with high performance expectations and commercial intensity. This requires collaborative leadership, curiosity, team-building capability, humility, and adaptability.

### **WHY CONSIDER THIS OPPORTUNITY WITH RADIX?**

This is a rare opportunity to step into a true commercial leadership role at a company with proven technology, established market credibility, and significant runway for growth. What makes this role distinctive?

- The technical moat is real. Radix IoT competes in a category where engineering specification has outsized influence on winning outcomes. The CRO who can operate at the intersection of engineering credibility and commercial execution will have a decisive advantage.
- The market is large and underpenetrated. Critical infrastructure monitoring is a multi-billion-dollar category with fragmented competition and growing regulatory and operational pressure on facility owners.
- The foundation is in place. ARR, product-market fit, and a reference customer base provide a launchpad — not a blank sheet.

### **Build a Category-Defining Growth Company**

The CRO will have the opportunity to shape the go-to-market strategy, build the commercial organization, define the sales culture, establish the revenue engine, and influence company direction at the executive level.

### **Proven Technology With Hyperscale & Enterprise Validation**

Radix’s hyperscale deployments and enterprise customers reflect significant ARR with high renewal rates. Operational credibility presents massive-scale telemetry handling, enterprise-grade reliability, and long-term customer expansion capability.

### **Strong Market Tailwinds**

Radix is positioned inside rapidly growing markets to include AI-driven data center expansion, edge infrastructure, critical facilities modernization, industrial digital transformation, operational resilience initiatives, energy infrastructure digitization, smart infrastructure, and IoT adoption.



### **Opportunity to Build a Modern SaaS Revenue Engine in an Industry Still Catching Up**

Radix's recurring SaaS revenue, subscription economics, platform commercialization, and ARR growth strategy is compelling for a CRO sitting at the convergence of industrial OT, enterprise SaaS, digital infrastructure, and mission-critical operations

### **Real Enterprise Scale Without Big Company Bureaucracy**

Radix offers large enterprise customers, real ARR scale, proven deployments, and sophisticated operational environments but still maintains entrepreneurial agility, speed of execution, executive access, direct influence, and the ability to make meaningful change quickly

### **Clear Growth Runway**

Existing customer ARR is expected to expand over several years offering a compelling "unfinished growth story." Untapped growth lies in engineering specification sales, mid-market enterprise expansion, broader critical facilities penetration, and multi-vertical expansion.

## **COMPENSATION**

Radix IoT is committed to attracting a top-tier commercial leader and has structured compensation to be competitive for CRO roles at comparable-stage B2B SaaS companies.

The compensation package for the Chief Revenue Officer is comprised of –

- Base salary – Commensurate with experience and market benchmarks
- Target Bonus - Performance based, structured as a % of base with accelerators above plan.
- OTE Structure - Approximately 60% base / 40% variable at target with no cap
- Equity - Equity participation reflecting the strategic importance of the role
- Benefits - Comprehensive medical, dental, vision, PTO, 401(k)

Radix IoT is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or veteran status.

## **SEARCH PROCESS**

Following a thorough exchange of information relating to company information, resume, and key qualifying criteria, CFS Partners anticipates recommending a short list of candidates to Fred Dirla & Tom Edwards in late June 2026. Finalists will be introduced to Radix' executive leadership team and Board of Directors. Subsequent in-person meetings in Dallas are expected to include 'value creation' presentations post NDA and business thesis and investment thesis. The selected finalist will be presented with a compelling offer contingent on clean reference, non-compete, and background checks.