

Mission Critical IoT Appoints John Hubler as Chief Revenue Officer

HIGHLAND PARK, IL, UNITED STATES, July 23, 2025 /EINPresswire.com/ -- Mission Critical II LLC, dba: Mission Critical IoT, the leading provider of a superior customer experience in partnership with world class IoT solutions, hardware developers and connectivity providers, is pleased to announce the appointment of John Hubler as Chief Revenue Officer (CRO). In this role, Hubler will lead the company's revenue strategy, overseeing sales, marketing, and business development initiatives to accelerate growth and expand market presence.



Mission Critical IoT logo

With over three decades of experience in enterprise technology and wireless telecommunications, Hubler brings a proven track record of driving revenue growth and building high-performance teams. Prior to joining Mission Critical IoT, he held senior leadership roles at several high-growth tech companies where he successfully drove business development, sales, and forged strategic partnerships.

John Hubler was the VP of Sales for Raco Wireless, a leading MVNE for 3+ years, successfully building a Channel Sales Program with over 1200+ resellers, contributing to 1.6 million SIMs annually. Raco Wireless was later a successful acquisition by Kore Wireless. He has also held executive management positions at BH IoT Group, 151 Advisors, T-Mobile and Verizon Wireless. John is currently a partner at BH IoT Group, a leading IoT consulting firm designing Go-To-Market strategies for companies dedicated to the Internet of Things.

"John's deep industry expertise and visionary leadership makes him the ideal choice to lead our revenue organization," said Dan Croft, CEO of Mission Critical IoT. "As we have experienced significant success, it becomes imperative that we have a true professional to lead our sales and business development efforts in the IoT marketplace. His insights and experience will be instrumental in driving our next phase of accelerated growth."

Hubler's appointment comes at a pivotal time for Mission Critical IoT, as the company continues to innovate in ensuring IoT users have a phenomenal experience. This great customer

experience is absolutely essential for the thousands of current IoT proof-of-concepts migrating to full production deployments.

"I'm thrilled to join Mission Critical IoT at such an exciting time," said Hubler. "The company's commitment to innovation and customer success is unmatched. I look forward to working with the team to unlock new opportunities and deliver exceptional value to our existing and future clients."

About Mission Critical IoT

Mission Critical is dedicated to the Internet of Things and its eco-system, specializing in providing an unmatched customer experience including Tech Support and Management for Fixed Wireless Access, IoT Software Applications, Platforms, Hardware and all aspects of Connectivity and Remote Monitoring Services technologies.

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