

SoftWave's New Leadership Team Accelerating Commercial Growth and Market Expansion

The recent appointment of three experienced healthcare executives is driving the company's next phase of commercial scale and innovation

ATLANTA, GA, UNITED STATES, January 9, 2026 /EINPresswire.com/ --

[SoftWave](#), a leader in non-invasive shockwave therapy for chronic pain and regenerative healing, recently appointed three experienced healthcare executives to drive the company's next phase of commercial scale and innovation. Mark Gilreath is now Executive Chairman of the Board, Tom Rhoads serves as Chief Executive Officer, and Luke Olson is Chief Financial Officer.



Tom Rhoads, Chief Executive Officer

SoftWave develops and commercializes patented electrohydraulic shockwave technology designed to promote healing, reduce pain, and improve mobility without surgery or medication. Adoption continues to accelerate across orthopedics, sports medicine, podiatry, urology, and neurological care.

"SoftWave technology is transforming lives and redefining what's possible for people suffering from chronic pain and neovascular conditions," said Tom Rhoads, Chief Executive Officer. "It's an extraordinary privilege to lead a company at the forefront of this non-invasive medical innovation—one that empowers individuals to achieve the health and recovery they deserve."

"This marks a pivotal moment for SoftWave," said Joseph Tate, Board Member and Investor. "With this leadership team in place, we now have the operational strength, financial expertise, and strategic vision to accelerate commercialization and position SoftWave as a global leader in non-invasive healing."

SoftWave's expanded leadership brings decades of proven success scaling high-growth



SoftWave technology is transforming lives and redefining what's possible for people suffering from chronic pain and neovascular conditions"

Tom Rhoads, Chief Executive Officer

healthcare organizations, securing capital to fuel expansion, and delivering successful outcomes across the medical-technology sector. Gilreath, Rhoads, and Olson work closely with Founder John Warlick, who remains actively involved in advancing innovation as Chief Innovation Officer.

Tracey Rogers

Tracey Rogers Media

tracey@traceyrogersmedia.com

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/881532974>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.