

# Zonar Accelerates Its Next Chapter with Executive Leadership Appointments Focused on Customers, Innovation, and Growth

SEATTLE, WA, UNITED STATES, March 4, 2026 /EINPresswire.com/ -- [Zonar](#) announced today several executive leadership appointments that signal the company's next phase of growth as a more connected, customer-driven [fleet management](#) technology leader.



Shelby Noakes will transition into the role of Chief Customer Officer, sharpening Zonar's focus on customer experience, partnership, and long-term loyalty. Zonar has also appointed Rob Consoli, Chief Revenue Officer, Rachel Trindade, Chief Marketing Officer, and Michael Chase, Senior Vice President of Operations, to executive leadership roles.

These changes mark the next evolution of Zonar following the merger with GPS Trackit and acquisition of ez enRoute, as the company brings together expanded platforms, teams, and customers under a single, unified strategy built around customer outcomes.

"Fleet operators are tired of hype. They want results fast, with a partner who answers the phone and fixes what matters. They want a partner who cares about them long after the ink dries on the contract and who will provide value all the way throughout their journey," said Charles Kriete, Chief Executive Officer of Zonar. "While Zonar has always been known as the most customer-obsessed company in our industry, these appointments further heighten how Zonar shows up for customers every day, with more speed, more accountability, more insight, and more follow-through."

## The Next Evolution of Zonar

As fleets face increasing complexity, Zonar is moving decisively to optimize collaboration across operations, product, go-to-market, and customer experience. The company's leadership evolution reflects a commitment to creating and driving experiences customers love including fully integrating and optimizing AI capabilities and ensuring continued innovation on the new [Zonar Ignition](#) platform.

Zonar is expanding both its reach and its drive to deliver a more consistent, connected

experience across fleet types and market segments. These leadership changes ensure the organization is structured to move faster, listen closer, and deliver more value to customers.

#### Executive Leadership Driving Change

Shelby Noakes, Chief Customer Officer, leads Zonar's customer experience, success, and engagement strategy. As a dedicated advocate for customers, he ensures customer feedback and outcomes directly shape product development, service delivery, and operational priorities. Before Zonar, Noakes held senior leadership roles at GPS Trackit and T-Mobile, where he led IoT and connected device initiatives, and previously served in leadership positions at Wyless and Rogers Communications.

Rob Consoli, Chief Revenue Officer, oversees Zonar's revenue and go-to-market strategy across direct and partner channels. He brings a customer-first approach to building long-term relationships that deliver measurable value for fleets while supporting Zonar's continued expansion. Consoli has held executive revenue leadership roles at Element, Skuid, Liaison Technologies, I.D. Systems, SAP, and Assembly Software, helping multiple technology companies scale revenue and achieve successful exits across SaaS and enterprise markets.

Rachel Trindade, Chief Marketing Officer, leads Zonar's marketing and brand strategy with a focus on customer insight, differentiation, and growth. She brings deep experience translating customer needs into clear positioning and go-to-market execution that helps Zonar stand out in a crowded category. Trindade previously served as CMO at FlavorCloud and Extensiv, and held senior marketing leadership roles at Teletrac Navman and HireRight, leading high growth B2B SaaS organizations through scale, transformation, and integration.

Michael Chase, Senior Vice President of Operations, brings extensive experience leading operational scale, platform reliability, and cross-functional execution. He is focused on building the operational foundation that enables Zonar to innovate quickly while delivering dependable performance at scale. Prior to joining Zonar, Michael served as COO of Kinard Technologies and held key leadership roles at Edge Networks and Tessco Technologies.

#### A Unified Strategy for Growth and Partnership

Together, these executive changes support Zonar's broader strategy to:

- Deepen customer focus by aligning leadership, operations, and innovation around real customer needs;
- Drive innovation through tighter collaboration between product, operations, marketing, and revenue teams;
- Improve customer experience across onboarding, deployment, support, and long-term engagement;
- Operate with precise focus to challenge the status quo in fleet management technology.

"This team represents where Zonar is headed," said Kriete. "We are building a company that listens closer, pays attention, moves faster, and partners more closely with customers who are

doing critical work every day.”

#### About Zonar

Zonar combines a unified fleet management platform with reliable telematics hardware and always-on human support, giving mission-critical fleets precise, trustworthy data to improve safety, ensure compliance and reduce operating costs. Proven every day in pupil transportation, where it safeguards millions of children, Zonar’s technology and partnership deliver the trust, transparency and confidence public-sector, field service and vocational fleets need to perform when it matters most. To learn more, go to [www.zonar.com](http://www.zonar.com).

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