

Orderful Taps Mike Head as CRO to Drive Growth Across the EDI Market

Head joins on the heels of Orderful's \$35 million Series C to lead go-to-market as the company expands its trading partner network

SAN FRANCISCO, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Orderful, the first AI-native [EDI](#) platform, today announced that Mike Head has joined the company as Chief Revenue Officer. Head steps into the role as Orderful builds on its recent \$35 million Series C, led by Koch

Disruptive Technologies (KDT) with NewRoad Capital, which brought the company's total funding to \$85 million.



Head brings more than two decades of go-to-market leadership to Orderful. He joins most recently from PartnerStack, where he served as Chief Revenue Officer for more than two years and helped guide the company through its acquisition by AppDirect while growing partner-driven revenue. Before PartnerStack, Head spent over 11 years at Impact.com in a series of go-to-market roles, including Chief Partnerships Officer, VP of Global Sales, and also served as CRO at Thanx. Across his career, he has helped B2B SaaS companies grow from

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Mike Head, CRO at Orderful

early revenue to more than \$200 million in annual recurring revenue.

“Orderful checked every box: a fresh \$35 million Series C, a genuinely world-class team, a massive, still-underserved market in EDI and B2B integrations, and a product that's rebuilding a 40 year-old industry from the ground up. When growth, team and market opportunity line up like that, you don't pass on it,” said Head.

Head's arrival comes as Orderful continues to expand its product capabilities, giving businesses complete visibility into their trading data, the ability to act on it in real time, and the insight to

turn that into decisions that protect margins and drive growth. At the same time, the company is executing migration strategies that are currently bringing large retailer networks onto the platform.

“We're incredibly excited to welcome Mike to the Orderful team. Bringing on a leader of his caliber is a huge step forward for our company, and we couldn't be more confident in what this means for our future. Mike brings exactly the kind of energy, experience, and vision we need as we continue to build the future of EDI,” said Erik Kiser, founder and CEO of Orderful.

The company processes more than 6 billion transactions across 50,000-plus trading partner requirements, and its [Mosaic](#) platform, launched in December 2025, cuts partner onboarding from months to days by taking over the mapping work teams used to do by hand.

About Orderful

Orderful is the first modern EDI platform to embed AI directly into workflows, automating rule writing, reducing errors, and making integrations effortless. By automating the manual work of EDI setup and maintenance, the company is making complex data exchange accessible to everyone, from Fortune 500 retailers to growing D2C brands. More than 600+ companies, including Koch Industries, Liquid Death, Caraway, Stord, Hirschbach, and NFI, rely on Orderful to simplify EDI. Orderful is backed by Koch Disruptive Technologies, NewRoad Capital, Andreessen Horowitz, Initialized Capital, and other investors. Learn more at orderful.com.

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