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ProStar Taps New CEO to Scale Its Digital Map for Buried Worlds

Published by **BriefGlance.com** · By Kenneth Walker · July 27, 2026



KEY DATA

- **8.25%** revenue increase in 2025
- **58%** stock climb over the last year
- **16** issued patents in the U.S. and Canada



EXPERT CONSENSUS

Experts view ProStar's appointment of Michael Wolff as a strategic move to scale its precision mapping technology, leveraging his expertise to transform the company into a global leader in subsurface infrastructure management.

GRAND JUNCTION, CO – JULY 27, 2026 – In a move signaling a pivotal transition from pioneering innovation to aggressive market expansion, geospatial intelligence firm ProStar Holdings Inc. has appointed Michael Wolff as its new Chief Executive Officer. The appointment, effective August 17, 2026, marks a strategic handover designed to propel the company from its successful early-adopter phase into an era of large-scale commercial operations and accelerated revenue growth.

Founder Page Tucker, who led the company to its current position as a leader in precision mapping, will transition to a role on the Board of Directors, continuing to guide the company's vision while Wolff takes the operational helm. This leadership change isn't just a new name on the door; it's a calculated decision to install an executive with a proven track record of scaling digital solutions in the very industries ProStar aims to dominate.



A Strategic Handover for a New Growth Era

The transition comes as ProStar stands at a critical inflection point. Having secured recent enterprise customer acquisitions and validated its technology with key industry players, the company is now focused on converting its technological edge into market share. The board's selection of Wolff reflects a clear mandate: capitalize on the foundational success and build a global commercial powerhouse.

Wolff joins ProStar from Radiodetection Ltd., an SPX company and a global heavyweight in underground utility detection. As the head of Digital Solutions, he spearheaded the strategy for advanced software and data products across more than 60 countries. His experience is a direct match for ProStar's immediate needs - modernizing software in the infrastructure space, driving strategic product growth, and deploying digital solutions that enhance safety and efficiency.

"This is a strategic leadership transition and a natural milestone to ensure the Company has the operational expertise required to capitalize on our initial successes," stated Page Tucker. He emphasized Wolff's alignment with the company's next chapter, where growth will be driven by "broader customer adoption, channel partner-led distribution, and turning industry demand into measurable revenue."

ProStar's financial footing suggests it's ready for this push. While still in a growth phase, the company reported an 8.25% revenue increase in 2025 and significantly narrowed its losses by over 50% compared to the previous year. With a market capitalization approaching CAD \$31 million and a stock that has climbed over 58% in the last year, the company has built a stable launchpad for the scaling efforts Wolff is tasked to lead.

The Technology at the Core: Mapping the Unseen

At the heart of ProStar's value proposition is a solution to a costly and dangerous problem: the lack of accurate data on critical subsurface infrastructure. Every year, unintentional strikes on buried utility lines result in billions of dollars in damages, service disruptions, and tragic injuries or fatalities. ProStar's mission is to replace outdated paper maps and unreliable records with a precise, accessible digital standard.

Wolff's Blueprint for Scaling Digital Solutions

Michael Wolff is not just an industry veteran; he is a specialist in the art of scaling software within traditionally hardware-focused sectors. His background as a certified Digital and Agile Product Manager is crucial for a SaaS company like ProStar, which must continuously iterate and improve its offerings to meet evolving customer needs and expand its user base.

His primary focus, as he stated, is to "leverage my expertise to capitalize on the opportunity I have been given to accelerate our growth worldwide." This acceleration will likely involve a multi-pronged strategy. First, deepening penetration within existing markets, including utilities, transportation departments, and construction firms. Second, expanding channel partnerships, like the one with Trimble, to embed ProStar's technology into wider ecosystems. Finally, driving international expansion, leveraging his experience managing digital products in a global context at Radiodetection.

The recent launch of TracksAI, an AI-driven analytics module for the ProStar platform, indicates the company is already moving in a direction where Wolff's leadership will be invaluable. TracksAI transforms raw geospatial data into actionable intelligence, a key value driver for enterprise clients looking to optimize operations and make faster, data-backed decisions. Wolff's expertise in software strategy will be critical in guiding the roadmap for such advanced features, ensuring they solve real-world problems and create undeniable ROI for customers.

Market Position and Investor Outlook

ProStar operates in a competitive space alongside GIS giants like Esri and Trimble. However, its laser focus on precision mapping, especially for subsurface assets, provides a powerful differentiator. While larger

competitors offer broad platforms, ProStar's specialized solution directly addresses the high-stakes, high-cost problem of utility damage prevention, carving out a defensible and lucrative niche.

Investors and analysts appear to share this optimistic view. According to aggregate consensus data from financial market tracking platforms like Investing.com, ProStar holds a 'Strong Buy' rating across tracked analysts, with a 12-month price target suggesting significant upside potential.

The appointment of Michael Wolff is the clearest signal yet that ProStar is ready to move beyond simply having the best technology. The focus is now on execution, distribution, and scale. With a seasoned digital strategist at the helm, a validated product suite, and a market hungry for a solution, ProStar is positioning itself to not just participate in the future of infrastructure management, but to define it.

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