SenesTech Appoints Michael Edell as President and Chief Executive Officer to Drive Revenue Growth and Scalable Sales Channels

SURPRISE, Ariz., May 7, 2026 /PRNewswire/ — SenesTech, Inc. (NASDAQ: SNES, “SenesTech” or the “Company”), a leader in humane pest control solutions, today announced the appointment of Michael Edell as President and Chief Executive Officer, effective May 6, 2026. The Company also announced Board leadership transition updates to support SenesTech’s next phase of commercial growth and operational execution.

Mr. Edell brings a proven track record of building and scaling consumer product businesses, with deep expertise in e-commerce, direct-to-consumer execution, and business-to-business channel development. The Board believes Mr. Edell’s operational and commercial experience positions SenesTech to further expand its market presence and scale revenue channels more efficiently.

Mr. Edell has worked closely with SenesTech since mid-2025, initially in a consulting capacity to evaluate the business and develop a strategic plan focused on commercial growth. In October 2025, he was appointed Interim Chief Operating Officer to lead its implementation. Since then, he has streamlined operations, prioritized direct-to-consumer revenue as a core growth engine, and overhauled the Company’s B2B processes and organization to support more disciplined and scalable performance. He also led the transition to directly managing Amazon sales of the Evolve brand of Rat and Evolve Mouse products and strengthened go-to-market efforts across distributor, national retailer, municipal, and other B2B channels.

The operational initiatives implemented over the past several months have strengthened the Company’s commercial infrastructure and positioned SenesTech to scale more efficiently.

“Michael has demonstrated a highly disciplined and execution-focused approach during his time as Interim Chief Operating Officer,” said Matthew Szot, Chair of SenesTech. “He brings strong operating rigor and practical experience across e-commerce, customer engagement, and sales channel development. The Board believes this is exactly what SenesTech needs as we focus on scaling revenue channels, improving conversion, and building a more predictable and durable revenue model. We believe Michael is the right leader to drive disciplined commercial execution and long-term stockholder value creation.”

“I appreciate the opportunity to lead SenesTech at this important stage, and I am excited about the path ahead,” said Mr. Edell. “We believe there is a significant opportunity in front of us given the strength of our innovative, proven, and patented products. Our priorities are clear: focus resources on the highest-impact commercial opportunities, improve sales execution, and build scalable operating processes. We are placing particular emphasis on direct-to-consumer and e-commerce channels, including Amazon and our own e-commerce platform, where we believe data-driven marketing, customer education, and direct engagement can drive efficient growth. Within these channels, we are very focused on expanding recurring revenue through subscription programs, which are already underway and gaining traction. At the same time, we will continue to expand B2B opportunities with distributors, pest management professionals, commercial customers, and municipalities."

"We believe Evolve is well positioned within a large and underpenetrated pest management market as customers increasingly seek effective and sustainable alternatives. Our focus is on improving execution, expanding awareness, and making the product easier to understand, purchase, and deploy across both consumer and professional channels. We also plan to expand the Evolve brand with additional rodent control products, further broadening our offering and strengthening our position within the category. We remain focused on disciplined execution, operational accountability, and scalable growth."

The Company will not replace Mr. Edell's former Interim Chief Operating Officer role, further streamlining the Company's organizational structure and operating model.

As part of the leadership transition, the Company also announced the following Board updates:

- Dr. Jamie Bechtel will transition from her role as Board Chair. In connection with the leadership transition, her role as Interim Executive Chair has concluded. Dr. Bechtel will continue to serve on the Board and has been appointed Chair of the Nominating and Corporate Governance Committee and Chair of the Compensation Committee.
- Matthew Szot has been appointed Board Chair.

The updated leadership structure reflects the Board's continued focus on operational execution, accountability, and strong corporate governance.

About SenesTech, Inc.

SenesTech is committed to creating healthier environments by managing animal pest populations through birth control. The Company's groundbreaking products, including Evolve rodent birth control, integrate seamlessly into pest management programs, significantly enhancing their effectiveness while reducing reliance on traditional poisons. SenesTech's mission is to create cleaner cities, more efficient businesses, and healthier communities with products that are humane, effective and sustainable.

For more information, visit https://senestech.com.

Safe Harbor Statement

This press release contains forward-looking statements within the meaning of federal securities laws. Forward-looking statements may include statements regarding the anticipated benefits of Mr. Edell's appointment; the Company's leadership transition and Board appointments; the Company's strategy, priorities and plans; efforts to strengthen e-commerce, direct-to-consumer, Amazon, distributor, professional, municipal and B2B sales channels; efforts to improve sales execution, customer engagement, conversion, operating metrics, operational efficiency, commercial efficiency and market position; the use of technology, data and AI-enabled tools; and the potential growth, adoption and commercial performance of Evolve. These statements are based on current expectations and assumptions and are subject to risks and uncertainties that could cause actual results to differ materially. Factors that could cause such differences include, among others, variability in field conditions, implementation practices, market acceptance of our products, the successful commercialization of our products, effectiveness of sales and marketing initiatives, regulatory considerations, and other risks described in SenesTech's filings with the Securities and Exchange Commission. Forward-looking statements speak only as of the date made, and the Company undertakes no obligation to update them except as required by law.

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