



Taylor Rhodes

Chief Executive Officer

Taylor Rhodes, Chief Executive Officer, leads Team Applied and is responsible for the company's overall strategy and operational execution. Rhodes joined Applied in 2019 after serving as chief executive officer of SMS Assist, the leading cloud-based software platform for multi-site property management. Previously, he was CEO of Rackspace, where he led the Company's growth from a cloud pioneer to an industry leader with more than two billion dollars in revenue, while establishing the company as a mainstay on the Fortune 100 Best Companies to Work For®. Prior to Rackspace, he served as a leader in enterprise, financial and corporate strategy roles at Electronic Data Systems Corporation. Mr. Rhodes is a former United States Marine Corps infantry officer and holds a MBA from the University of North Carolina at Chapel Hill. He serves on the board of directors for Applied, Zenoss and Liquid Web, LLC.