NEWS: FOR IMMEDIATE RELEASE

Media Contacts
Mike Will | mike.will@rapidfiress.com | 314-602-8918
Colin Harrold | colin.harrold@rapidfiress.com | 949-400-2592



RapidFire Safety & Security Names Mike Shirley Vice President of Security Services

Newly created leadership role supports company-wide expansion and operational excellence across security services

ST. LOUIS (Nov. 12, 2026) — RapidFire Safety & Security (RapidFire) today announced that Mike Shirley has joined the company in the newly created role of Vice President of Security Services. With more than 30 years of leadership experience in the electronic security and technology industries, Shirley will lead RapidFire's security services sales strategy and help expand the company's security business across its growing footprint.

In this role, Shirley will oversee security services sales management, support strategic growth initiatives, and help deliver consistent, high-quality security solutions across the organization. His experience includes commercial security, video surveillance, access control, managed services, integrated technology solutions, and multi-branch operations.

Throughout his career, Shirley has held senior executive positions with HomePro Technologies, Interface Security Systems, My Alarm Center, and Smith Alarm. Most recently, he served as Chief Sales Officer of HomePro Technologies, where he led multi-market sales organizations, expanded business channels, and developed strategies to drive revenue growth and operational efficiency.

Shirley brings extensive experience building high-performing teams, developing recurring revenue programs, strengthening customer relationships, and leading strategic growth initiatives. He is passionate about developing people and creating a culture of accountability and success.

“I’m excited to join RapidFire at such an important stage in the company’s growth and to have the opportunity to work alongside a leadership team I know and respect,” said Shirley. “RapidFire has built a tremendous foundation, and I see significant opportunities to expand our security services business, strengthen our sales organization, and deliver more value to our customers by leveraging the full range of services we offer. I look forward to working with our teams across the company to build on that success.”

“We’re delighted that Mike has chosen to join the RapidFire team and reunite with many former colleagues,” said RapidFire Founder and CEO Mike McLeod. “This newly created role will strengthen our security services sales efforts, bring greater structure and accountability to our sales management, and drive cross-selling of services to our existing customer base.”

The appointment reflects RapidFire’s continued investment in building consistent, scalable security services operations as the company expands.

###

About RapidFire Safety & Security

RapidFire Safety & Security provides commercial fire protection, life safety, and electronic security services across the Midwest, Southwest, and Western United States. The company is led by founder Mike McLeod and co-founder Colin Harrold and is backed by Concentric Equity Partners.

RapidFire partners with entrepreneurs and business owners in the fire, life safety, and security industries who want to extend their legacy with people-focused leadership and additional resources to support growth.

About Concentric Equity Partners

Concentric Equity Partners is a private investment firm that provides capital and strategic support to middle-market companies to accelerate long-term value creation. Concentric supports entrepreneurs and operators with resources designed to achieve exceptional results. Concentric is the direct investing arm of Financial Investments Corporation, a private asset management firm and family office.