GROUNDWORX®

PRESS KIT · 2026

Mission

GroundWorx exists to help people grow healthier turf, trees and crops with less water — by measuring what is happening in the root zone and turning those readings into clear, predictive irrigation decisions.

About GroundWorx

GroundWorx builds wireless GX-1 Series soil sensors and GAIN, the GroundWorx Autonomous Intelligence Network. GAIN combines root-zone soil moisture, temperature and salinity readings with weather data to inform irrigation and plant-health decisions on golf courses, sports fields, campuses, commercial landscapes and farms. GroundWorx sensors are made in the USA.

Founders

Brad David

Founder, Chairman & Chief Executive Officer

A thirty-two year wireless veteran who has founded four companies, Brad founded GroundWorx and co-invented the GX-1 platform. He leads the company's strategy, partnerships and fundraising.

Diego Borrego

Co-founder, President & Chief Technology Officer

Diego brings thirty-plus years in wireless, MIT engineering training, the founding of Networkfleet and more than fifty US patents. He leads the sensing platform and the GAIN intelligence network.

Logo use

Official logo files (light and dark backgrounds) are at getgroundworx.com/press-kit. Please use them as supplied; do not recolor, stretch or redraw.

Media contact

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