

Plume Leans Into ISP Priorities with Hiring of Chris Griffiths As CTO

With deep knowledge of the ISP tech stack and experience driving innovation across network and security solutions, Griffiths adds an accomplished leader to Plume's executive team

PALO ALTO — July 8, 2025 — Plume today is appointing Chris Griffiths as the company's new chief technology officer (CTO), doubling down on its commitment to adding leaders to its executive team with deep experience working with Internet Service Providers (ISPs).

Griffiths, who worked with Plume CEO Dan Herscovici and new Chief Business Officer Dave Wechsler at Comcast Xfinity and as a senior vice president at CUJO AI, brings over 20 years of experience working with ISPs across the technology stack, leading deployments of large scale Internet and security solutions with a track record of innovation and execution.

This move arms Plume with the technological leadership and experience needed for the company's next phase, which is geared towards building smarter, faster, and more flexible solutions for ISPs and becoming their trusted technology partner. With data from over 400 ISP customers, Plume has extensive tooling for providers to identify trends across their respective networks, improve their business operations, build robust security solutions, and strengthen consumer loyalty.

"I worked with Chris and followed his career closely. He is a world-class technologist, problem solver and leader," said CEO Daniel Herscovici. "Chris spent his career building scalable technology that strengthens the connection between ISPs and their customers. Together, we are reshaping Plume to be the flexible, forward-looking and relentlessly customer-focused technology and business partner our ISP customers need to grow."

With one of the largest connected device datasets in the world, Plume's AI engine learns from billions of interactions to proactively resolve issues, personalize experiences, and adapt in real time. Plume's ability to turn data into action positions it as a foundational platform for the future of the connected home and business, reducing costs while unlocking new services and growth opportunities at scale.

"Plume defined the category with intelligent Wi-Fi management and continues to innovate and raise the bar for ISPs," said Griffiths. "As consumer needs evolve, ISPs need real-time actionable intelligence that helps them better understand what's happening across their networks to build better experiences that improve operational efficiency, and stay ahead of what's next. I'm excited to join Plume and partner with Dan to help drive impact for our customers and shape the future of this industry I spent my career in."

A Track Record of Success with ISPs

Griffiths joins Plume from CUBE3.ai, a company he co-founded and served as CTO, which offers real-time fraud prevention leveraging blockchain technologies and proprietary AI models. He also served as senior vice president at CUJO AI, a global leader in the development and application of AI to improve the security and control of connected devices in homes and businesses.

Griffiths spent more than a decade at Comcast helping to build and scale the Xfinity Home and Internet and played a central role in deploying wireless and Wi-Fi solutions to millions of customers across the United States. He worked with Herscovici and new Plume Chief Business Officer Dave Wechsler during his stand at Comcast.

Chris has also been an active participant with industry organizations, including the Domain Name System Operations Analysis and Research Center (DNS-OARC), ICANN, Internet Society, and the Internet Engineering Task Force, helping to champion open standards, interoperability, security, and stability of the internet.

Full Shift to ISPs | Wind Down of DTC Business

As part of Plume's refocused efforts on solving for the needs of its ISP customers, the company is winding down its Direct-to-Consumer business. It will now be working exclusively through ISP customers to deliver smarter, faster, and more secure Wi-Fi experiences and driving business success through customized, data-driven solutions.

Plume Home and SuperPod customers will continue to enjoy uninterrupted service, with existing hardware and subscriptions supported through the transition. Those already subscribed will now get the Plume Home service for free moving forward, and will continue to get software and firmware updates. Plume is communicating directly with these customers to ensure a smooth experience, emphasizing gratitude and the ongoing support.

For media inquiries, please contact Ted Miller at ted_miller@tedmillergroup.com.