Introduction

techUK’s Data Centre Professionalism Steering Group leads our work on skills issues relevant to the data centre sector and works closely with techUK’s wider skills and talent programme. The Group comprises 15 to 20 individuals, plus secretariat. The Chairman is Tony Day of Schneider-Electric and the Vice Chair is Mark Acton. The group has formal terms of reference and reports to the Data Centres Council.

Current members are:

Tony Day (Chairman) Schneider Electric
Mark Acton (Vice Chair) CBRE
Doug Aikman Ark Data Centres
Derek Allen Global Switch
Simon Allen DCIG
Jack Bedell-Pearce / Peter Jeffs 4D Data Centres
Ian Bitterlin (Chairman) Critical Facilities
Ashley Davis UBS Investment Bank
Nicola Hayes Andrasta Consulting
Katie Houghton ICNet International
Billy McHallum Equinix
Colin Sellars IET
Dave Smith DataCentred
Gary Thornton AET4IT

IET Assessor
Technical
IET Project Lead
BCS Observer

Member Biographies

Tony Day BScDipArch (Hons) RIBA, Director Global Datacentre Solutions (Chairman)

Tony is a Chartered Architect and mechanical engineer with broad experience in both engineering and construction industries. He has worked in professional private practice and within commercial organisations at senior management level with particular focus on highly serviced building environments such as datacentres. As Technical Director of a datacentre design and build company he was responsible for the planning, design and construction of over 6 million square feet of data centre facilities in EMEA and other geographies. He developed the first industry standardized modular datacentre exhibited at ECTA in Vienna in 2000. Designer and patent holder of the first industry close coupled in row cooling system developed in 2002 which received a UK Government DTI SMART Award for technical innovation in March 2003. APC acquired his business in May 2003 where as Chief Engineer Rack Cooling Solutions he subsequently joined Schneider Electric when they acquired APC in 2007.

Tony is a Company and The Green Grid representative on the original EU Code of Conduct: Energy Efficiency for Data Centres committee meetings, and a former member of a number of The Green Grid technical work groups. Today he works within the Schneider Electric Office of the CTO team, responsible for developing innovation, strategy and new technology for datacentres. Tony is a regular presenter at industry events on data centre design, energy efficiency, ecological and sustainable design for highly serviced building environments.
Eur Ing Mark Acton BSc, CEng, CITP, FBCS, FIET, Critical Services Director, CBRE (Vice Chairman)

As Critical Services Director at CBRE, Mark’s role is to provide Industry thought leadership to the business and ensure that the critical services offering continues to set the highest possible benchmark worldwide in the data centre arena.

With over 25 years’ experience in the IT industry Mark has specialised in the field of Data Centre Operations for over 15 years, concentrating on the delivery of business critical services from highly reliable, world class 24x365 Data Centres. This has included consultancy and technical advice as well as senior management roles responsible for service delivery and both strategic and operational management within the industry. A Technical Operations Manager with extensive international experience and solid technical skills covering both Data Centre Facilities Design and IT Operational and Technical Management.

A regular public speaker and industry advisor on data centre technical issues, currently acting as consultant to a number of data centre operators and solutions developers.

Derek Allen, Group Director Operations, Global Switch

Derek joined Global Switch as Group Director Operations in 2012. He holds a Bachelor in Engineering degree and a post graduate Diploma in Management Studies. Derek has extensive knowledge of operating large scale data centres, having over 30 years’ industry experience, the last 12 of which have been working directly in the data centre industry for companies such as Cable & Wireless Worldwide and UBS, where inter alia he led the standardisation and introduction of best practice operating processes and was responsible for a number of significant data centre build projects. Prior to these roles Derek worked for BT where he built up comprehensive engineering and facilities expertise.

At Global Switch, Derek is responsible for the management of the Operations team and ensuring that the company maintains its best in class operating procedures across its global footprint.

Jack Bedell-Pearce, 4D-DC

Jack started his career with management consultancy firm Accenture where he worked on technical projects, then spent a couple of years at a London-based design agency as their Head of Digital before establishing his own small consultancy company. He joined 4D, one of a handful of small to medium sized privately owned UK data centres, in 2007. Since then, Jack has overseen the rapid growth of 4D, winning, along the way, multiple green awards for retrofitting their data centre with cutting edge cooling technology and winning a Deloitte Fast 500 award 4 years in a row. Taking on a legacy data centre and growing it organically from an almost zero customer base to a nearly full data centre has provided Jack with some unique insights, including: commercial experience in running and managing a Tier 3 data centre, hands on experience in retro-fitting / upgrading a legacy colocation data centre (in a live environment), with the latest UPS and cooling technologies including successful retrofit of adiabatic cooling, a strong understanding of the issues that smaller retails colocation providers face and a commitment to providing a voice for this cohort of operators.
Professor Ian Bitterlin, CEng, PhD, BSc (Hons) BA DipDesInn, IET, MCIBSE, MBCS, Critical Facilities, (Chairman)

Ian is a UK Chartered Engineer with 25 years’ experience in data centre power and cooling, and a Visiting Professor at University of Leeds.

An active blogger, author of technical papers on critical power and cooling with presentations and keynote speeches made around the world, Ian is a Member of various Engineering Institutions, sits on data centre committees and international standards bodies. As well as Chairing this Technical Committee, he is Chair of the DCSG of the BCS and Chair of the TWG in EMEA for The Green Grid.

Ian was awarded ‘Outstanding Contribution to the Data Centre Industry’ at Data Centres Europe 2009 by Broadgroup and in 2015 by DCD.

Nicola Hayes, Managing Director, Andrasta Consulting

Nicola has been involved in the data centre market since 1998, prior to which she was involved in telecoms network rollout following European de-regulation. As Managing Partner of the London based Philips Group, Nicola was responsible for the formation of the company’s Data Centre Consultancy Practice and was the author of the first ever industry report into the fledgling colocation market as well as speaking at the first conferences in both Europe and the US on the subject. With experience advising colocation providers, government agencies, financial institutions and vendors on data centre strategy, rollout and investment, Nicola has an unrivalled knowledge on the sector.

Following a role as Vice President of BroadGroup, a UK based company specialising in data centre conferences and consultancy, Nicola then joined DatacenterDynamics where she was responsible for establishing a data centre research practice, DCD Intelligence, which is now one of the leading sources of global data, research and consultancy on data centre trends. She has recently established her own consultancy, Andrasta Consulting, providing strategic business advice to companies involved in the sector.

Billy McHallum, IEng, MIET, MILM, Infrastructure Analyst, Equinix

Equinix are the world’s largest IBX data centre and colocation provider across 32 strategic markets including the Americas, EMEA and Asia Pacific; connecting more than 4,500 companies directly to their customers and partners inside the world’s most networked data centres.

Equinix support the technical committee in its mission to foster a wider understanding of the technical and market characteristics of this sector. Equinix actively participate in the development of industry standards and related issues, including best practice data centre design operation and management and driving innovation.
Dave Smith, BEng (Hons) MBA CEng MIET MBCS CITP, Operations Director, DataCentred
Dave is a Chartered Engineer and Chartered IT professional and has spent the last seventeen years in international data centre operations management. Dave has an Engineering Degree from Kingston University London and an MBA from Manchester Business School. In 1998 he joined TeleCity as Operations Manager. Among other tasks he oversaw the roll-out of data centres across Europe for TeleCity, managed the technical due diligence and integration of multiple acquisitions, and successfully implemented group wide integrated management systems incorporating ISOs 90001, 27001, 14001 and OHSAS 18001. In addition he implemented the group energy management system which was successful in achieving ISO 50001 across key European markets. In 2011 Dave took on the role of Energy & Sustainability Manager for the TeleCity Group.
Dave also sits on the techUK Data Centre Council and is part of the team who negotiated with Central Government on behalf of the industry over the introduction of the new Climate Change Agreement for UK Data centres. Energy management is a key part of his role at DataCentred, alongside quality management, site development and expansion, and recruitment.

Secretariat
Emma Fryer, Associate Director, techUK: E: emma.fryer@techuk.org

Emma has worked in and around the technology industry for the last 15 years in a range of non-technical roles that include research and report writing, policy work, from political liaison to detailed negotiations, and project management.

More recently she has focused on data centres. She manages the UK Council of Data Centre Operators and techUK’s Data Centres Technical Committee and, with their support, has achieved some major outcomes for the sector, the most significant of which was negotiating and implementing the Climate Change Agreement for Data Centres. This, after a four-year marathon of evidence gathering and policy dialogue, was confirmed in December 2013 and came into force on 1st July 2014. It is worth around £200M to the sector. In recognition of her work she won the DataCenterDynamics Award for “Outstanding Contribution to the Industry” in 2013. TechUK also won the “Effective Voice” category of the Association Network Awards in 2014 in recognition of way the CCA campaign had been managed.

She has also produced a significant body of work including formal and informal policy responses, white papers, overviews, briefings, high level thought leadership papers and illustrated infographics explaining complex technologies in laymans’ terms - plus everything in between. Publications include “High Tech: Low Carbon”, “Evaluating the Carbon Impact of ICT: the Answer to Life, the Universe and Everything”, “Data Centres: Engines of Growth”, “Data Centres: a Day in YOUR Life”, “So What Have Data Centres Ever Done For Us?”, “Data Centre Business Models: The Sherry Trifle” and “Er, what IS a Data Centre?” Most recently she produced “Silver Linings: The Implications of Brexit for the UK Data Centres Sector” and a report to DEFRA on the resilience of the sector to severe weather risks.

Emma is a judge for both the leading industry awards providers: BroadGroup and DataCenterDynamics. She is a regular speaker at industry events. Emma’s interests include literature, natural history and vexillology.

Lucas Banach, Programme Assistant, techUK

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Secretariat

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