



**DATA CENTERS  
DELIVERED**

Powered by  **EPSILON**  
INDUSTRIES INC.

Media Contacts:

Molly LeCronier or Katie Jernigan

713-869-0707

[mlecronier@wardcc.com](mailto:mlecronier@wardcc.com) or [kjernigan@wardcc.com](mailto:kjernigan@wardcc.com)

## **Data Center Industry Veteran Daniel Robbins Joins Data Centers Delivered**

*Robbins to Lead Modular Data Center Unit and  
Launch New Standardized Data Center Product Line*

NEW YORK (January 26, 2015) -- [Data Centers Delivered](#), a leading provider of custom modular data centers, announced today that Daniel Robbins has joined the team as executive director for the company's Modular Data Center (MDC) Unit. Robbins brings more than 20 years of international experience in data center sales, program management engineering, product management, services, marketing, supply chain, and operations spanning the enterprise, telecommunication, and public sector industries.

In the newly created role of executive director of the Modular Data Center Unit, Robbins will be responsible for all design, manufacturing partnerships, and sales operations surrounding Data Centers Delivered's MDC product lines. He will also build the company's new catalog of standardized data center product designs and lead Data Centers Delivered's push into different high-growth areas such as high performance computing, healthcare, and the public sector.

"We created the role of executive director of the Modular Data Center Unit to lead our next generation product and service innovation initiatives. There is a substantial market opportunity for productized offerings and the addition of Daniel and his experience in this area now allows Data Centers Delivered to provide customers with a full suite of data center solutions," said Stephen Madaffari, principal of Data Centers Delivered. "Daniel has extensive international experience driving revenue growth through partner recruitment and has been successful at developing relationships with value-added resellers, integrators, and original equipment manufacturers across the globe. We look forward to leveraging his more than 20 years of expertise, relationships, and contributions."

Robbins joins Data Centers Delivered from Silicon Graphics International (SGI, formerly Rackable Systems) where he was the principal program manager and worldwide business development manager for the ICE Cube product line. He devised the market strategy for ICE Cube by taking a concept design and transforming it into a customized product set by individual customer requirements. Within five months Robbins launched a global MDC program with two employees, no marketing, zero internal funding and a strategic global partnership strategy that included building the world's largest software company's first containerized data centers. Within

12 months the MDC pipeline grew to more than \$40M, including manufacturing in the US and Europe and deployments on nearly every continent.

Prior to SGI, Robbins held various data center program management and consulting roles with Microsoft, Umbrella USA, Covestic, JP Morgan Chase, Avent, and Sprint. He served in the US Navy as an air traffic controller and attended both Parkland College in Illinois and Indiana University-Purdue University Indianapolis.

### **About Data Centers Delivered**

With offices in Houston, New York, and Toronto, and manufacturing facilities in Kingston, Ontario and Seattle, Washington, Data Centers Delivered offers customers a full suite of modular data center solutions including: prefabricated mechanical and electrical systems, containerized data centers, and customized built-to-suit data centers. For more information about Data Centers Delivered, visit [www.datacentersdelivered.com](http://www.datacentersdelivered.com), call 1-713-396-0756 and connect via [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#) and [Google+](#).