

Adam Bradshaw

United Kingdom // **Open to international relocation**

British Passport Holder // Full Clean Driving Licence // DBS Enhanced & Barring Checked

Executive Profile

Sales and Customer Success executive with **22+ years' experience in the global data centre industry**, specialising in recovering at-risk customer relationships, negotiating complex commercial positions, and **converting challenged accounts into long-term revenue growth** in both North America and EMEA.

Proven track record operating at executive level across hyperscale and enterprise environments, owning full customer lifecycles from pre-contract strategy, site selection and negotiation through delivery, renewal and expansion.

Recognised for:

- Stabilising high-risk, high-value customer relationships
- Navigating complex commercial and contractual challenges
- Aligning cross-functional teams to restore delivery confidence
- Unlocking revenue growth within existing accounts
- Negotiating complex real estate and service agreements
- Acting as a trusted advisor to hyperscalers on location, capacity and infrastructure strategy

Combines deep technical understanding with strong diplomacy and executive communication, enabling effective engagement across Sales, Delivery, Engineering, Finance and C-suite stakeholders.

Trusted by organisations including AWS, Microsoft, Google, Goldman Sachs and the Olympic Broadcasting Service.

Core Competencies

- Global Sales & Customer Success leadership within data centres
- Hyperscale lessor relationship specialist, including relationship recovery and customer trust rebuild
- Contract negotiation, SLA governance and dispute resolution
- Site selection, acquisition support & market intelligence (EMEA / FLAP-D / North America)
- Structured revenue growth: retention, expansion and renewal
- Executive escalation management & resolution
- National media appearances & local community Public Relations and positioning
- Cross-functional leadership in complex delivery environments
- Cross-cultural stakeholder management at board, SVP, technical and commercial levels
- Decades of EMEA & North American data centre market expertise

Professional Experience

Compass Datacenters - Director, Customer Success: Europe & Canada

October 2023 - January 2026 // Hybrid - Italy, Canada, United States, United Kingdom

Executive owner of hyperscale relationships across EMEA and North America, including Microsoft, AWS, Google and ServiceNow, supporting multi-billion dollar campus deployments. Specialised in stabilising complex customer relationships under delivery pressure, restoring confidence, and creating the foundation for long-term revenue growth.

- Owned full lifecycle from pre-contract strategy and site positioning through delivery, BAU, renewal and expansion
- Partnered with Leasing and Engineering to shape site selection, power strategy and deal structure, aligning customer demand with delivery capability

- Acted as executive escalation lead, resolving high-risk commercial and operational issues before they impacted revenue or contractual position
- Rebuilt alignment between customer expectations and delivery reality, maintaining trust in constrained capacity environments and prevented execution drift
- Represented customer interests at leadership level, using the voice of the customer and client advocacy to influence internal decision-making and long-term strategy, notably around site selection efforts
- Identified expansion opportunities within hyperscale accounts, driven by improved customer confidence and engagement
- Developed engagement strategy to identify and develop additional revenue opportunities across the EU & North America
- Provided European and FLAP-D market intelligence, leveraging a 22+ year global industry network to inform site selection, competitive positioning, and customer strategy across both EMEA & North America.
- Worked alongside VP Public Relations to engage with local communities in shaping messaging, ensuring a positive relationship and reducing friction between operator and public
- **Key Achievement: Negotiated a potential USD \$4.5m SLA penalty to \$0, reversing negative customer sentiment, stabilising the relationship, and converting a high-risk situation into additional in-region revenue opportunities**

ServerChoice Data Centres - Commercial Director

May 2019 - June 2023 // Hybrid - Hertfordshire and Essex, United Kingdom

Brought in to reset commercial performance and rebuild customer trust in a price-sensitive retail colocation market. Aligned sales, marketing and product around a more consultative, relationship-led approach, enabling sustained revenue growth.

- Delivered 155% and 140% in consecutive years despite a challenging market for retail data centre operators
- Navigated significant utility price increases, maintaining customer confidence and minimising churn through careful negotiation and communication
- Built out agile sales team at below assigned budget and delivered in excess of team target
- Designed & implemented training program, equipping team with skills & knowledge to excel in consultative selling & solution-oriented approaches
- Cultivated & nurtured strategic partnerships with traditional technical & real estate consultancies, facilitating mutual growth opportunities & market expansion
- Developed close relationships with SMEs & start-ups in AI & GPU-heavy sectors, capitalising on emerging market trends & forging lucrative collaborations
- Amplified brand visibility & thought leadership by representing ServerChoice on Sky News, various podcasts & print, fostering industry recognition & expanding the company's reach
- **Key Achievement: Completely refreshed customer onboarding and customer success strategy. Elevated customer satisfaction & loyalty, elevating NPS to 82, positioning ServerChoice as a "World Class" service provider and driving triple digit revenue growth across data centre business**

Cyxtera Technologies (now Csquare) - Regional Sales Director

April 2018 - April 2019 // Remote - London, United Kingdom

Developed and managed enterprise accounts across EMEA within aerospace, defence, media and publishing sectors.

- Led new business and account development across multinational clients
- Built relationships in highly regulated and security-sensitive environments
- Developed sophisticated Account Development Plans to identify and grow recurring revenues

Volta Data Centres - Account Director

June 2014 - March 2018 // On-site - London, United Kingdom

Key contributor to a high-growth data centre start-up, responsible for winning and developing strategic accounts in Central London.

- Generated and managed ~70% of company revenue (~£1.3m) through new business and account expansion
- Developed trusted relationships with senior stakeholders across finance, private equity and global corporates, ensuring Volta was positioned as a long-term partner rather than a commodity provider

- Supported customers through complex growth and transformation programmes, aligning infrastructure strategy with their commercial and operational objectives
- Managed high-expectation clients in sectors where service quality and responsiveness were critical, including financial services, e-discovery, digital forensics and media production
- Built long-term partnerships with globally recognised organisations in AI, machine learning and hyperscale, establishing credibility in emerging, high-growth segments
- Identified and converted expansion opportunities within existing accounts, driving sustained revenue growth in a start-up environment where retention and trust were critical
- Acted as a key interface between customer and business, ensuring alignment between client expectations and delivery capability during a period of rapid organisational growth

TelecityGroup - Account Manager: Corporate & Enterprise
May 2012 - June 2014 // On-site - London, United Kingdom

Developed a diverse portfolio of existing clients generating over £10m in annual recurring revenue, spanning financial services, carriers, CDNs, academic institutions, legal firms and social media platforms, with responsibility for revenue retention and growth.

- Operated at the intersection of relationship management and commercial ownership, ensuring revenue stability while strengthening long-term customer partnerships in highly demanding, risk-sensitive sectors.
- Managed and grew strategic accounts where service quality, security and responsiveness were critical to customer operations
- Built trusted relationships with senior stakeholders across financial services and enterprise organisations, reinforcing TelecityGroup's position as a long-term infrastructure partner
- Protected and expanded recurring revenue through proactive engagement, early risk identification and strong alignment with customer priorities
- Maintained customer confidence in complex environments, ensuring continuity of service and minimising churn

TelecityGroup - Enterprise Sales Consultant: New Business
March 2006 - May 2012 // On-site - London, United Kingdom

Developed a reputation for winning high-value, strategically important deals by combining consultative engagement with strong commercial control.

- Led end-to-end sales cycles from initial engagement through NDA, RFI, RFQ, RFP, technical validation, due diligence and contract negotiation
- Built credibility with senior stakeholders by aligning solutions to long-term business and infrastructure strategy, not just immediate requirements
- Navigated complex procurement and technical evaluation processes, maintaining momentum and stakeholder alignment throughout

Redbus Interhouse (acquired by TelecityGroup) - Data Centre Engineer & Sales Administrator
June 2004 - March 2006 // On-site - London, United Kingdom

Provided solid technical and administrative foundation to build data centre sales career on.

COBRA Group plc - Field Sales Executive & Team Leader
June 2004 - October 2004 // Field - United Kingdom

Door-to-door charity sales and fundraising, representing RSPCA, NSPCC, National Deaf Children's Society, Amnesty International and more.

Industry Profile & Media Appearances

- **Guest on Inside Data Centre Podcast, 2022** - Discussing the state of the data centre industry, how the sector has been impacted by situations such as Brexit and the Ukrainian conflict, the global push to improve sustainability and how to start a career in the data centre industry.
- **Featured on Sky News, 2021** - Interviewed on Sky News' flagship business show, Ian King Live, discussing the impact of rising energy costs on data centres and consumers. Estimated national viewership of 9.3m.

- **Tech Monitor**, 2021 - How CIOs can tackle soaring energy bills
- **Computer Weekly**, 2021 - The supply chain crisis: Protecting the data centre.
- **DCD**, 2021 - The realities of the post-pandemic world; Breaking into the data centre industry.
- **Silicon Republic**, 2021 - Can data centres handle the heatwave?

Key Project

Delivery of World Feed to Rights Holding Broadcasters - Games of the XXX Olympiad - London 2012

Commercial Lead for bid to deliver data centre infrastructure supporting the World Feeds of the London 2012 Olympic and Paralympic Games to 4.8 billion viewers worldwide.

Supported the Olympic Broadcasting Service to deliver 99,982 hours of broadcast coverage to 147 Rights Holding Broadcasters, reaching more than 200 territories worldwide.

Involved relationship management with teams of many different nationalities and cultures under immense timeline pressures.

Education

2002 - 2004: St. Francis Xavier College, London, United Kingdom

- Advanced Vocational Certificate of Education: Information Technology
- A Level Media and Mass Communication Studies

1997 - 2002: St Michael's Catholic Secondary School, London, United Kingdom

- 11 GCSE Passes, including Maths, Science, English and Spanish.

Relevant Professional Development

- **Microsoft**: 2026 Datacenter Academy Bootcamp Participant
- **HemsleyFraser Sales Training**: Delivering Sales Excellence
- **TripleKite Sales Training**: Significant Opportunity Insight
- **APC/Schneider Electric Data Centre University**: Examining Fire Protection Methods in the Data Centre; Forecasting and Accommodating Data Centre Growth; Fundamentals of Data Centre Availability; Fundamentals of Data Centre Security; Fundamentals of Power Generation.
- **LinkedIn**: Foundations of Performance Management; Be the Manager Who Fights for Their Team; Skills for your First 90 Days as a New Manager; How to Master Your Executive Presence; How to Master Your Executive Presence; Be the Manager Who Fights for Their Team; Foundations of Performance Management; How Managers Create a Culture of Belonging; Making Hybrid Teams Work; Preventing Team Burnout; Mentorship, Sponsorship & Lifting Others as You Climb.