Adam Bradshaw

London, Herefordshire and Wales, United Kingdom // **Open to international relocation**
British Passport Holder // Full Clean Car & Motorcycle Driving Licences // **DBS Enhanced & Barring Checked**

Executive Profile
Experienced Senior Account Director & Customer Success Leader // Global Data Centre Infrastructure

Sales and Customer Success executive with 22+ years' experience in the global data centre industry, specialising in multinational hyperscaler and enterprise relationships across EMEA and North America.

Decades-long proven track record owning complex commercially-focussed customer lifecycles from pre-contract engagement strategy through delivery, BAU, renewal, and expansion, with experience operating at board- and SVP-level. Recognised for recovering high-risk accounts through diplomacy, resolving service breaches and commercial disputes, and converting challenged customer relationships into long-term revenue growth.

Deep technical grounding combined with strong executive communication, enabling effective alignment across sales, delivery, engineering, finance, and operations. Has authored, managed and won hundreds of complex bids for large finance houses, media streamers, special-effects houses, oil & gas multinational corporates, agile SMEs, and pan-European publicly funded bodies - driving outcomes which are positive & long-lasting for customer and vendor alike.

A specialist in developing sophisticated marketing material, customer processes and documentation to help data centre operators understand threats and weaknesses, as well as identify and capitalise on opportunities for revenue growth.

Experienced in both individual sales contribution and building and leading high-performing teams. Track record in driving predictable growth and acting as the voice of the customer within capital-intensive, mission-critical environments.

Recommended on LinkedIn by AWS, Hogan Lovells LLP, CBRE, CoStar, The National Lottery, HPE and more.

Core Competencies
- Global Sales & Customer Success leadership within data centres
- Hyperscaler & enterprise account management and site acquisition negotiation
- Contract negotiation & SLA governance
- Data centre delivery & operational risk mitigation
- Executive escalation management & resolution
- Revenue development, retention, expansion & renewal
- National media & local community Public Relations
- Cross-functional leadership (Sales, Marketing, Delivery, Design, Operations, Engineering, Finance)
- Cross-cultural stakeholder management across multiple territories
- 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
- Senior Customer Success sales leader reporting directly to SVP-level, with executive ownership of Compass' most strategic hyperscale customer relationships across EMEA and North America, including large-scale deployments in Milan, Toronto, and Montreal.
- Accounts included Microsoft, Amazon Web Services, Google, and ServiceNow.
- Accountable for the entire customer lifecycle, from pre-signature engagement and deal strategy through design, delivery, transition to BAU, renewal, and expansion. Acted as executive sponsor and primary escalation owner for complex, capital-intensive programmes, ensuring alignment between customer expectations and Compass' commercial, technical, and delivery realities.
- Partnered with Leasing Team and Solution Engineering pre-contract to shape bid strategy, surface latent demand, and influence site, power, and delivery assumptions - improving competitiveness, predictability, and opportunity.

- Provided delivery assurance to customers at executive level despite significant capacity delivery challenges, maintaining tight alignment across Sales, Delivery, Engineering, Operations, Legal, and Finance to prevent execution drift and protect long-term customer trust.
- Served as the voice of the customer within Compass, ensuring customer requirements, risk exposure, and sentiment are accurately represented in internal decision-making at ELT level.
- Proactively identified and mitigated commercial, operational, regulatory, and capacity risks, intervening early to prevent escalation, contractual exposure, or reputational damage.
- Owned executive escalation management, defusing high-risk situations before they crystallised into disputes, programme delays, or contractual penalties.
- Developed engagement strategy to find 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 Public Relations leadership 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
- Individual sales contribution and team leadership, driving ServerChoice to its most successful F/Y in 2022/23, surpassing targets by 140%, following a highly successful F/Y2020/21 at 155% of target, despite a challenging market for retail operators.
- Skillfully navigated a sensitive utility pricing issue, passing through substantial increases to clients while mitigating potential churn, preserving customer relationships.
- 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.
- Identified growth opportunities within existing accounts, driving triple-digit growth.
- 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 - Regional Sales Director
April 2018 - April 2019 // Remote - London, United Kingdom
- Individual sales contributor, responsible for developing and managing Cyxtera's multinational Enterprise, Aerospace & Defence, Publishing, Media and Education account verticals in EMEA, reporting directly to the VP International Sales.

Volta Data Centres - Account Director
June 2014 - March 2018 // On-site - London, United Kingdom
- Individual sales contributor, winning and managing largest key strategic clients for boutique, niche data centre operator in Central London.
- **Key Achievement: Closed and managed around £1.3m / 70% of the business' revenue across a four year period, including three of the world's largest motion picture visual-effects producers, the world's largest search engine and the world's highest profile artificial intelligence and machine learning organisation.**

TelecityGroup - Account Manager: Corporate & Enterprise
May 2012 - June 2014 // On-site - London, United Kingdom
- Individual sales contributor, managing of the largest accounts in the European group business, representing in excess of £10m of ARR - including some of the world's largest banks, hedge funds, fund managers, financial intelligence providers, academic institutions, law firms, retailers, defence organisations and social media platforms.

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

- Individual sales contributor, responsible for new client acquisition from sourcing through to contract negotiation and close. Managed complex, multiple-phase bid processes, from initial NDA, through RFI, RFQ, RFP, technical, due diligence, facility tour, and contract stages.
- **Key Achievements:**
  - **Largest new logo win 2009:** EBML-EBI: an EU-funded scientific and academic institution (£1m ARR);
  - **Largest new logo win 2010:** Goldman Sachs (£1.2m ARR)
  - **Largest new logo win 2011:** Marathon Petroleum (£700k ARR)
  - **Prestige project:** winning the bid for the London 2012 Olympic & Paralympic Games world broadcast.

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.