

Nominee: Andy Hirst - Sudlows

Nomination title: Andy Hirst - Global Director Sudlows

Andy Hirst, Global Director at Sudlows, has been the driving force behind the success of Sudlows datacentre division. Andy was recently awarded “Entrepreneur of the Year” at the International Data Centre & Cloud Awards 2013, has recently collected the Bizcrowd Special Merit award for Business Technology and was named “Business Technology Entrepreneur of the Year” finalist at the Great British Entrepreneur Awards 2013. He is frequently in demand by both press and industry conferences to offer his opinion and views on energy efficiency.

Andy, who joined Sudlows as an Electrical Manager, has over 25 years’ experience in the design and management of the electrical industry, has been instrumental in transforming the company from a £2million data cabling company to an award winning £26million datacentre Infrastructure provider, with an expected £30million by the end of this year.

Andy who is now a Board Director at Sudlows has worked closely with his fellow directors to define the growth strategy and commercial direction of the business.

Andy’s critical contribution has ensured that strategic growth is planned and controlled with significant investment in sourcing a high standard of engineers and designers in all disciplines around the datacentre environment.

This long term investment and managed growth has produced a datacentre team, who from just one person five years ago into an award winning division of 20 dedicated designers, planners and specialists who manage over 150 site engineers.

These datacentre specialists come from a variety of multi-skilled specialist engineering background including; CAD designers, CFD engineers, Building Services, Critical power specialists, Mechanical & Electrical services, Environmental and Maintenance engineers.

With an increasing demand for energy efficient datacentre projects from clients based within London and the South East, Andy was instrumental in the creation and opening of a dedicated London office to service these clients.

Andy has worked with his fellow Directors to invest strategically back into the business, and embarked on a project to create a fully operational live data centre within the Sudlows own headquarters.

Named as the Innovation Pod, this award winning green facility is one of the only data centers of its kind, in the UK, that allow manufacturers and operators to test and develop new

equipment in a live environment. The innovation pod contains a number of proprietary equipment such as thermal imaging, power analyzers and load banks that are running together to see how they can operate more effectively in a variety of scenarios and operational settings.

Andy has also been key in developing opportunities not only for the company but also on behalf of the UK datacentre industry, as a whole, in international markets.

Although the UK datacentre market has seen significant growth over recent years, the global market opportunities are unlimited with potential growth rate in excess of 160%.

By identifying a number of regions with exceptional growth in data centers, such as APAC and EMEA Andy has built up a global brand presence for Sudlows throughout these expanding commercial markets.

Andy has been incredibly successful in championing both Sudlows, and the wider UK datacentre industry as a hub of technical excellence and green leadership.

As an example, within just six months of presenting the business case for exploring these new markets and establishing our profile at a number of key trade events across Singapore and Dubai, Sudlows were awarded and successfully delivered datacentre projects within Turkey and Saudi Arabia.

This immediate success has continued with the official opening of a Middle East office in Dubai in late 2014 as a direct result of Andy negotiating a number of large Consultancy project on behalf of Global construction company Atkins and a major Emirati Bank.

This international development has been combined with the phenomenal growth domestically to the point whereby pipeline projects, in the North West region alone, have grown to reach £50 million, London area to £20 million and overseas to £18 million.

Andy has been profiled in several industry publications over the last year including being named by the "Insider" magazine as one of the top 33 most influential people in the technology, media & telecoms sector alongside well known industry figures such as Richard Tang, owner of Zen Internet and Stephen Wild, Managing Director of MediaCity.

Andy is committed and active participant in the datacentre community, for example, Andy is currently Chairman for the ICCT (Information Communication & Controls Technology) Group on behalf of the ECA (Electrical Contractors Association) and is a member of the BICSI steering committee in the UK focusing on energy efficiency and green datacenters.

On an academic level, Andy researches into new green technologies especially focused around the field of carbon reduction. His ambition is to constantly improve efficiencies and resilience around these critical products and as such this takes him around the country, Europe and even globally.

Andy is committed to continuous professional development within the industry and is an ambassador for raising technical standards within the industry.

Andy is an incorporated engineer and member of the MIET along with BICSI & FPA he has sponsored Sudlows to signing up to the EU Code of Conduct as Endorsers and The Green Grid, amongst other key datacentre sector international and UK based organisations.

Andy has mentored several of our young engineers, of whom one has gone on to win the title of “Mission Critical Engineer of the Year”

Andy also supported the company bid to becoming finalists in the M.E.N Business of the year awards on three consecutive years, winning the award in 2010.

In addition to this, Andy has become 1 of only 30 people within the UK who have achieved a certification in Tier Designing awarded by the Uptime Institute and is the 390th member globally.

Andy continues to develop his expertise and has recently completed several courses in the datacentre field from C-net datacentre design courses through to datacentre design expert & operational management, achieving a BTEC professional award.

Why nominee should win

Transformed the company from a £2million datacabling operation in 2007 to an award winning £26million datacentre Infrastructure provider in 2014, with an expected £30million by the end of this year.

Currently Chairman for the ICCT (Information Communication & Controls Technology) Group on behalf of the ECA (Electrical Contractors Association) and is a member of the BICSI steering committee in the UK focusing on energy-efficiency and green datacenters.

Has established Sudlows as a brand internationally generating a number of key commercial contracts with global companies.

Pivotal to the opening of a Middle East office in Dubai in late 2014.