

Nominee: Riello UPS

Nomination title: Leo Craig – the man to back (UPS)

Individual key distinguishing features and/or USP?

Industry experience

Having worked in the power protection industry for over 30 years, Leo Craig is the general manager for Riello UPS Ltd - a leading European manufacturer of Uninterruptible Power Supplies. A Riello UPS employee for almost 20 years, Leo is a true example of a dedicated and respected professional who has moved steadily up the ranks from sales engineer to sales manager before taking on the role of general manager in April 2013.

As general manager of the UK subsidiary of Riello, Leo is now flying the flag for the UK UPS industry. Leo strives to make sure that UK market needs are reflected in new UPS product development – ensuring that the UK data centre market remains competitive.

A background in electrical engineering and project management combined with a strong technical understanding have been the driving forces in the acceleration of Leo's career. Added to this, is an approachable yet determined personality which has built up Leo's extremely loyal and vast customer base, and you will find a data centre professional who deserves to be recognised.

Technical accreditations

Leo specialises in the design of resilient power solutions for corporate clients and specifically data centre applications. As a qualified data centre designer, Leo holds the highest level qualification in this arena - the CDCDP and also the CDCEP, showcasing his extensive data centre design and energy efficiency credentials. Leo is an active member of key IT organisations, including the IET, putting him at the forefront of the latest industry insights and debates.

Leo is a regular commentator on data centre industry related issues in the national and trade press. His opinions are well respected and Leo is frequently asked for his thoughts on a range of topics which he is not afraid to give.

What tangible impact has the individual had on the market and your customers?

Leo is a leading voice in the data centre power arena - driving campaigns for efficiency and modular solutions to name just two. Leo is also a champion of the importance of UPS in other sectors such as commerce, finance and other industry sectors.

Regular commentary topics include debating the impact of modular technology on the market and driving efficiencies in a data centre through to wider issues such as the well publicised power shortages on the National Grid and its impact on UPS to the Energy Savings Opportunity Scheme and how it will affect businesses.

Editorial pieces have appeared in The Telegraph, City AM and data centre, IT and electrical trade press, both in print and online. Leo also regularly posts views on these issues through social media with his own Twitter account (with 258 followers) and through his LinkedIn page which has more than 500 connections.

Leo not only commentates on these issues but puts them into practice for customers by for example, seeking new ways to make UPS more efficient. Leo is constantly striving to find associated technologies to work alongside the UPS to increase resilience such as using Lithium-ion (li-ion) batteries alongside the UPS as energy storage or exploring flywheel technology. This knowledge is shared with Riello's large customer base and through the various speaking opportunities at trade shows where Leo's seminars are well attended and well received by industry alike.

What are the major differentiators between the individual and those of your primary competitors?

Those who know Leo describe him as 'extremely knowledgeable' 'results driven' and with 'the best customer care and problem solving support.' What makes Leo stand out is the way in which he communicates this knowledge to all audiences, as one client describes: "He is able to bring the level of communication down to the lowest common denominator of understanding, whether he is speaking to a room full of electronics engineers at a TEC seminar; new people setting out on a career in standby power or customers struggling to grasp electrical issues. He understands the business thoroughly, the technology and his customers and he engenders total commitment through his team wherever humanly possible."

Most importantly perhaps is that Leo shares his extensive knowledge with the Riello team and provides regular training sessions internally to ensure the power protection team are on top of their game. Leo may no longer be selling the products but he has a strong focus to make sure his staff have the same dedication and commitment that he had.

In short, Leo is an esteemed data centre professional who has built up an impressive reputation with his customers and has the qualifications to match. His true dedication to growing Riello's UK subsidiary and his knowledge of the data centre industry make him a truly worthy candidate for data centre professional of the year.

Why nominee should win

- 1. Leo is an esteemed data centre professional who has built up an impressive reputation with his customers and has the qualifications to match.**
- 2. Leo is flying the flag for the UK UPS industry- ensuring that the UK market needs are reflected in new products.**
- 3. A leading voice in the data centre power arena, he drives campaigns for efficiency and modular solutions.**
- 4. His technical knowledge is outstanding with a background in UPS, generators and surge suppression.**
- 5. With a sales background, Leo has worked 'on the ground' and this unique level of understanding gives him the edge**