

## Nominee: Adelle Desouza – Colt Technology Services

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### **Nomination title: Adelle Desouza, DC Individual of the year**

Adelle Desouza, a business graduate from The University of York, joined the data centre industry in 2011 for global start-up and DCS award winner, Enlogic. Embarking on any graduate role as a young professional fresh from university would have presented Adelle with a steep learning curve, however, joining a global start-up in an industry she had no prior understanding of posed even greater challenges. As a non-technical graduate, Adelle had to learn the industry fast; not only the technology, the language and the culture, but by default the audience for Enlogic's marketing efforts. As the fourth person on board in the UK, and the sole marketing resource at the time, Adelle had a huge task ahead of her - launching the company, launching the product and becoming a key member of the industry.

Understanding the need to build a brand and not a 'point product company', was crucial to Enlogic. All marketing objectives were based on awareness and education, both of which were driven by Adelle through the selection of a global events strategy and the deployment of global PR. Successful identification and management by Adelle of the global PR agency as well as strategic negotiation with leading conference host, Datacenter Dynamics, enabled Enlogic to create strong foundations to build upon.

Adelle took it upon herself to fully understand not only Enlogic's portfolio but also the wider picture in terms of the infrastructure needed in a data centre. She constantly sought new technology and trends, enabling Enlogic to leverage their position as a trusted advisor as they looked to change the market landscape. This passion and drive to continue to learn and create opportunities for Enlogic led Adelle to be promoted to Partner Marketing Manager, which not only raised her profile in the UK and across Europe, but also brought her into the Singapore market.

Having led 17 tier 1 events for Enlogic globally and with 200 pieces of tier 1 coverage under her belt, Adelle embarked on her next challenge in early 2014, with a move to Colt Technology Services.

Adelle is currently the content marketing specialist for Data Centre Services at Colt Technology Services, leading all content, including new messaging and external communications for the line of business. Creating a role that crafts content for a market-leading colocation provider has not only increased Adelle's exposure to marketing, but has made her a real asset to the industry with both start-up and established corporate experience.

Understanding how the colocation market has changed from more than a simple capex vs opex argument to really supporting the ever-evolving needs of business is vital to the data centre services offered by Colt. Adelle continues to grow and learn in the role, as Colt looks to change the way data centre services are perceived in the market place.

As the lead author of Colt's primary colocation white paper, Adelle has been propelled from academia to the data centre industry with agility and success. With her fresh approach to marketing, Adelle promises to help customers de-mystify the industry and cut through its complexity. Delivering presentations on behalf of Colt at IP Expo 2014, training sessions for pan European sales teams and heavy involvement in partner training activities are elements for which Adelle thrives from day to day in the office.

Adelle experienced the excitement, challenges, and obstacles involved in the move from academia to the working world. During her time at the University of York she worked hard, concentrating her time on honing the skills needed to attract employers before she was welcomed into the data centre industry. As a rising star - both amongst her university comrades and within her work community - Adelle has worked with over a dozen students through the University of York Mentoring programme ; be it guiding students through job applications, helping them find valuable work experience or improving CVs to increase employability, Adelle was pivotal to developing and implementing the programme. While completing this in her spare time, she embarked upon making a change within the data centre industry. Noticing that she was in the minority in the industry - not only in gender but also in age - she committed herself to making a difference. Her work alongside leading industry figures launching a start up which encourages young talent to the industry, as well as her written pieces for best in class IT publications are testament to her commitment to the cause.

2013 saw Adelle take these discussions from within the industry to a broader audience, with government initiatives such as "Business in the Community". Taking part both in the Midlands and in London, for Adelle this is not just a 9-5 job but a passion that encompasses her personal time too. Speaking with the students of today helps her to address the data centre industry problems of tomorrow.

With 3 years in the industry Adelle understands that she has a lot to learn. Yet, she is never shy to share her learnings and question the status quo. Such a passionate and resilient approach to marketing positions Adelle as a true future leader of the data centre industry.

### **Why nominee should win**

- Leading the solution for the industry's young talent issue
- Winning such an award will grant Adelle the exposure to the industry she needs to continue championing the need for young talent
- Recognition of the leaps Adelle has taken since joining the industry to make a real difference
- Strong networking skills to enable continuous learning
- She represents and acts as the voice for young talent in the industry through published writing and leading seminars.