



ROBERT ALDRICH

IT Executive

CONTACT

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	Portland, OR USA

EDUCATION

BS, Environmental Sciences
University of Rhode Island

- ▶ Cloud University
- ▶ Data Center University
- ▶ Cisco Network Academy
- ▶ SFDC Trail Head

KEY SKILLS

Sustainability Science	
Team Leadership	
Product Management	
Service Management	
GTM & New Products	
DevOps	
Strategy & Planning	
Mergers & Acquisitions	
Sales Management	

Globally recognized information technology executive with a focus on innovation, digital transformation, sustainability science and IoT.

EXPERIENCE

A proven technology and operational versatelist, excelling in roles across the business. Biased towards action and value focused.

SENIOR DIRECTOR, IOT

HITACHI VANTARA | 2017 - PRESENT

Responsible for specifying, packaging and delivering new solutions for IoT customers globally. Interfacing with sales, marketing, analyst relations and engineering to deliver new solutions to the market. Management of a global solution architect team.

- Standardized portfolio, solution specification and delivery processes
- Increased revenue 36% YoY (2019-2020)
- Delivered HV's first self-service Architecture Resource Center
- Provided design specification and product requirements for Lumada Edge

SENIOR DIRECTOR, CLOUD SERVICES

HITACHI DATA SYSTEMS | 2015 - 2017

Global responsibility for new solutions development and sales delivery of private/hybrid cloud offers. Direct management of regional teams delivering deployment and technical consultancy services.

- Launched Hitachi's first portfolio of cloud solutions (vRealize, Mesosphere)
- Delivered Hitachi's first true As a Service offer (HW+SW+Services)
- Awarded VMWare's Partner of the Year 2017
- Grew practice from \$0 to \$68M in year 1

FOUNDER & CTO

ECOLIBRIUM SERVICES | 2013 - 2015

General and technology management of IT services organization focused on cloud strategy, data center design, infrastructure management, energy management, Data Center Infrastructure Management (DCIM) and sustainability science.

 [linkedin.com/in/rob-aldrich](https://www.linkedin.com/in/rob-aldrich)

 [facebook.com/rob.aldrich1](https://www.facebook.com/rob.aldrich1)

EXPERIENCE

CTO, IOT AND SUSTAINABILITY

CISCO SYSTEMS, INC | 2011-2013

Known as mrgreen@cisco.com, I was the head sustainability scientist and general manager of a global advanced services team with 6 managers with a total team of 42, covering; strategy, solutions development and delivery of EnergyWise Optimization Services, Cisco's first IoT line of business.

- Founded the IoT Practice at Cisco
- Implemented EaaS at Cisco; service has accrued \$47M in savings between 2012-2019
- Led acquisition valuation and integration of JouleX (\$107M)
- Grew practice from \$0 to \$143M; Cisco booking \$2.7B by 2018
- Virtually managed a team of 18 across dev, ops and services

PRINCIPAL ARCHITECT, SMART GRID & IOT

CISCO SYSTEMS, INC | 2009-2011

Responsible for the design and implementation of active energy management services as a proof point for Cisco's IoT strategy. Directly tied to Cisco EnergyWise, these services provided for the establishment of IP-based energy management across the WAN, including mediation and control of building management systems.

- TAM, GTM analysis and executive report for global IoT and energy marketplaces
- EnergyWise SW architecture management lead (CVD)
- Global Sustainability Science lead
- Managed a team of 9 engineers across multiple disciplines
- Founded and launched Cisco's Efficiency Assurance Program

SENIOR MANAGER, ENERGY

CISCO SYSTEMS, INC | 2007-2009

Co-creator of Cisco EnergyWise. Founder and design lead of the Data Center Assurance Program. Cisco IT energy lead.

- Founded new virtual team focused on Energy (EnergyWise)
- Co-develop the worlds first IP-based energy management system (WAN)
- Drove Cisco's Green Board to establish a global sustainability strategy
- Founded and launched Cisco Data Center Assurance Program

BY THE NUMBERS

CAREER HIGHLIGHTS

\$2.6B

Cisco Systems IoT Bookings 2018

\$143M

Cisco Systems Year 1 IoT Bookings

\$107M

Cisco Systems Acquisition of JouleX

\$47M

Cisco Systems Electrical Savings

\$68M

Hitachi Year 1 Cloud Bookings

\$36M

Hitachi Year 1 IoT Edge Bookings

42

Engineering developers managed

18

Technical Sales reps managed

15

Solution Architects managed

6

New Products specified, launched

1st

Industry "How To" Book for EaaS

#1

IoT Verified Project Savings Globally

BOARD POSITIONS

JouleX

Technical Advisor; 2007 - 2009

Cisco EcoBoard

Chief Sustainability Scientist, 2009 - 2013

The Green Grid

Cisco Lead, 2011-2013

Mission Critical Magazine

Uptime Institute

Data Center Dynamics

Climate Savers Computing

EXPERIENCE

GLOBAL TECHNOLOGY MANAGER, DATA CENTER

CISCO SYSTEMS, INC | 2005 - 2006

Responsible for developing integration opportunities and technical marketing content for Cisco Technology Partners. Established Cisco's first facilities partnerships.

- Establish Cisco's first Operational Technologies (OT) GTM role
- Integrated partner architectures through Data Center Rosetta project
- Original member of Cisco Validation Design (CVD) program team
- Secured funding for Cisco inclusion in The Green Grid

SENIOR PRODUCT & ALLIANCE MANAGER

AMERICAN POWER CONVERSION | 2005 - 2006

Embedded, global Cisco SE, Product and Alliance Manager focused on fleet deployments and product integration.

- Implemented 1st joint product integration between Cisco and APC
- Directly managed all aspect of product development and integration
- Directly managed large UPS deployment across Cisco facilities globally

ENTERPRISE SALES MANAGER, APAC

AMERICAN POWER CONVERSION | 2000 - 2004

APC Leadership Program expatriate role with enterprise and channel sales management, market management, competitive strategy and team management responsibilities.

- Sales and channel management
- Market management for ANZ region
- Managed inside sales team of 4

PUBLICATIONS

- IP-Enablement Energy Management - Energy As a Service
- Cisco Data Center Blog
- Cisco Sustainability Blog
- Kyoto Planet Sustainable Enterprise Report
- Data Center Manager Magazine
- Mission Critical Magazine
- Various Press Interviews and Contributed Articles, 2006-Present

EPIC PROJECTS

Lumada Edge Intelligence

2017 - 2019

Lumada Application Insights

2016 - 2017

Hitachi Enterprise Cloud

2015 - 2016

EcoLibrium Services

2013

Cisco Acquisition of JouleX

2012 - 2013

Cisco Energy Efficient Data Center (DC2 - LEED Cert)

2011 - 2012

Cisco EnergyWise Creation

2007- 2008

Cisco Corporate Greenhouse Gas Reduction Initiative

2006 - Present

AWARDS & HONORS

Gartner MQ (IoT) 2018 - 2019

Global Stratus Winner 2017

VMware Partner of the Year 2017

Chairmans Award (HEC) 2016

AEEI International 2015

Cisco COE Award 2012

CUSTOMER OBSESSIONS

MAJOR PROGRAMS

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">IOT SMART SPACES</p>	<p>Disney Corporation</p> <p>Amazon Smart Spaces</p> <p>Washington DC, Metro Police</p> <p>Austin, TX Police Department</p> <p>NY Waterway Authority</p> <p>SEATAC Airport</p> <p>Boeing</p> <p>Walmart</p> <p>Jacobs Engineering</p>	<p>Hitachi Architecture Resource Center</p> <p>2018 - 2020</p> <p>The first major challenge I overcame in transforming a product-centric GTM organization to solution centric one; the lack of framework, method and process standardization. Similar to the Cisco Validated Design (CVD) program, the ARC provides a self-service, solution architecture resource. This interactive intranet environment provides all the solution components required for solution architects to deliver complex IoT solutions in a highly transactional methodology. This resource is the IoT architectural source of truth for multiple internal and customer facing teams globally.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">EDGE (DATA ACQUISITION)</p>	<p>UK Rail (UK ICEP)</p> <p>Italy Rail (HRI)</p> <p>Canada National Rail</p> <p>Disney Parks</p> <p>3M Corporation</p> <p>Boeing</p> <p>Precision Drilling</p>	<p>Hitachi Cloud University</p> <p>2016 - 2018</p> <p>In support of a company wide effort to move Hitachi from an infrastructure-centric sales approach to one that is more contemporary; I developed and implemented a learning path based program. This program is completely web-based, providing educational and sales tool resources for Hitachi global sales teams. The program is supported by regional subject matter experts in a train-the-trainer model, ensuring maximum scalability and a wiki-like development approach. The program is measured using a combination of web analytics, focused user reviews, committee testing and rubric-based scoring.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">DATA SCIENCE</p>	<p>Hyosung Tires</p> <p>Caterpillar Marine</p> <p>NY Power Authority (NYPA)</p> <p>TELETRAC NAVMAN</p> <p>VEIKKAUS</p>	<p>EcoLibrium Services, LLC</p> <p>2013 - 2015</p> <p>After 8 years leading change at Cisco across data center, central engineering, IoT and finally sustainability science, I was ready for a new challenge. 2013 was close to the peak of "Green" public awareness and I wanted to push the work we'd done at Cisco. In addition, I had always been curious to run my own business. So I partnered with 2 former Cisco IT colleagues and I founded ECL Services; targeting the data center energy efficiency market. ECL delivered 9 distinct efficiency services through a 3-step services catalog. We had some early successes, but the market changed quickly between 2013-2014 and the demand for these services all but disappeared. Recognizing this was always a possibility we implemented our exit strategy and divested the business in 2015.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">DEEP GREEN</p>	<p>US Environmental Protection Agency (EPA)</p> <p>Cisco Systems, Inc</p> <p>Portugal Telecom</p> <p>AT&T Data Centers</p>	

MAJOR PROGRAMS

Cisco Corporate Energy Management Initiative

(2015 AEEI International Award Winner)

2009 - Present

Building upon the initial benchmarks I set in support of the Cisco EcoBoard, I founded a project to target the largest energy consuming operation at Cisco, labs. Cisco's labs accounted for 63% of global energy spread across seven large lab groups that supported dozens of business units. I implemented a proof of concept and trial deployment with the Cisco Customer Advocacy Lab Operations (CALO) to demonstrate feasibility. The CALO operation alone saved \$4.8M USD between 2009 - 2013. Cisco as an enterprise is on track to save \$47M USD by 2018. This project is now run out of Cisco Workplace Resources teams and the EnergyWise management system I implemented is a standard for all Cisco labs worldwide. This project is showcased as a case study in my book, IP-Enabled Energy Management: A Proven strategy for administering Energy as a Service.

Cisco Product Efficiency Calculator

2007 - 2009

In support of the Efficiency Assurance Program; the Product Efficiency Calculator underpinned this technical marketing site with real engineering data points. I lead this project as an overlay effort within Cisco's Central Engineering business unit. Functionally, this program required that I establish and manage test plans for 5 major product lines to establish baseline reporting capabilities and efficiency scoring. Across the projects lifecycle over 40 individual contributors supported the virtual Cisco Green Engineering team. The program resulted in drastic changes to the reporting methodology for scores of Cisco products and put sustainable design criteria into the product development requirements of all Cisco hardware platforms.

Cisco Efficiency Assurance Program

2007 - 2008

Building on the Data Center Assurance Program framework, the Efficiency Assurance Program focused on energy efficiency and sustainable design for data centers. This project was supported by a cross-functional virtual team of more than 20 individual contributors. This program was built in parallel with my EnergyWise development efforts and served as the primary channel to aggregate and share our best practices related to Cisco's sustainability initiatives.

Cisco Data Center Assurance Program

2006 - 2007

Initiated new technical marketing project to better disseminate technical solutions to end users for Cisco Data Center architectures. Translated 2D network and compute diagrams into 3D, interactive, web-based flash applets. This greatly improved how Cisco was able to communicate Cisco Validated Designs to customers and partners. This approach ultimately began with the Data Center Rosetta project I began is the new technical marketing standard at Cisco for Data Center architectural guidance. The interactive site was a 2008 Webby award finalist.

MAJOR PROGRAMS

APC InfraStruXure Configurator

2003 - 2004

Individual contributor on the ISX Config team. This team was responsible for developing on-line configurators for APC data center architectures. These on-line tools are interactive and act as design specification and proposal generators. The approach we founded continues today as the standard for APC Enterprise and Channel Sales operations.

APC Data Center University

2001- 2003

Acted as a contributing member of the APC Leadership Team to develop a new data center pedagogy and information architecture to train internal and external technical sales resources. I specialized in enterprise data center architectures; spatial, electrical, mechanical and structured cabling. Responsible for the implementation, training and optimization of the program for the Asia Pacific region.

APC Leadership Exchange

2000 - 2004

Won an internal competition to act as the corporate headquarters liaison to the Asia Pacific region. Structured a new sales training program for new product division resulting from an acquisition. Built new sales and technical support teams, expanded market share and increased revenues in both enterprise and channel sales. Acted as strategic alliance manager to top tier regional partners.

VOLUNTEERING, MENTORSHIP & COMMUNITY

Youth Basketball Coach

Portland, OR Youth Basketball

Brazilian Jiu Jitsu Instructor, Muay Thai Instructor

Alive MMA's Anti-bullying Program

Pro-bono Video Production

4H, Sunnyside Environmental School, Urban-Rural Exchange

Peer-based Addiction Counseling

Hazelden Foundation, Newburgh, OR

University Support (Deep Green IT)

UNC Kenan-Flagler, Portland State University

HOME GREEN OBSESSIONS

Solar Array Installed



Local Lithium Ion Storage



Native Habitat Restoration



Urban Wildlife Habitat



Squirrel Rehabilitation

Rabbit-based Weed Control



Pesticide Free

Herbicide Free



Bike Everywhere

Travel for Work, Plant for Peace



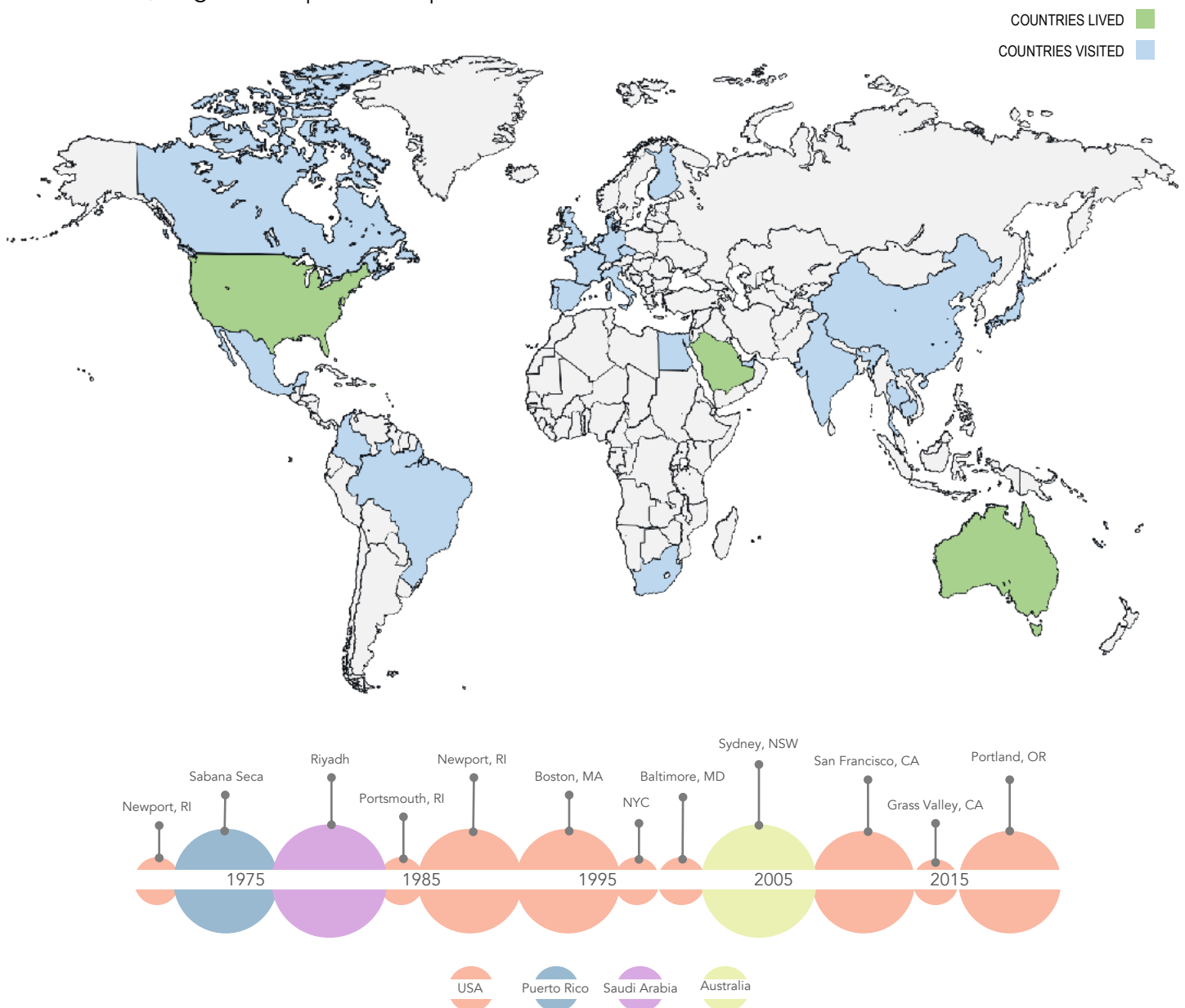
INTERNATIONAL EXPERIENCE

A GLOBAL PERSPECTIVE

1973 - Present

My experiences abroad have shaped my perspective to be truly inclusive from a very early age. Most of my childhood was spent outside the country of my birth (USA). In the countries of my childhood, I was in a racial minority demographic.

As an adult I have chosen to travel professionally but have also lived abroad as an expatriate. This lifelong, world perspective helps me to excel in leading diverse groups of people. It helps me to better understand their cultural, religious and personal expression values.




SAMPLE REFERENCES

All Reference Contacts Available on LinkedIn


2013 - Present

I have been privileged to work with many brilliant and talented people in my career. I believe I can learn something from everyone I meet. Feel free to contact any of my LinkedIn contacts for reference.




Ratan Agarwal
Co-Founder and Managing Partner at CARBON Group Global
October 20, 2016, Ratan was senior to Rob but didn't manage directly

I worked with Rob for nearly 2 years while driving execution for IoT Solutions portfolio. Very impressed with Rob's breadth and depth of knowledge -- both technical and market -- regarding Smart Grid and Energy Management, and hence he was always my go-to SME for either solving the business challenges or brainstorming o... [See more](#)



Carol Hee
Teaching Professor at University of North Carolina at Chapel Hill
October 23, 2013, Carol was a client of Rob's

Rob provided pro bono guest lectures in an MBA class I teach about strategies for sustainable enterprises. In addition to being an expert on how information technology can be applied to reduce a company's energy bills, Rob is articulate, innovative, and persistent. I believe can offer tremendous value through consulting s... [See more](#)




Christopher Kelley, MBA
Vice President, Engineering at Power Distribution, Inc.
October 23, 2013, Christopher reported directly to Rob

I was fortunate enough to work with Rob on the development of the Cisco Connected Energy practice. Throughout the sometimes intense and difficult process of developing a new "startup" practice and the long path of the acquisition of JouleX, Rob demonstrated his exceptional leadership skills. He provided the leadership ... [See more](#)



Charu Madan
Global Head - ISV and Cloud Alliances
October 16, 2013, Charu worked with Rob in different groups

Having worked with Rob for a few years now I believe he brings to the table a rare combination of deep business and technical knowledge. His technical knowledge on Data Center, Energy Management/ Efficiency in the data center is tremendous and he has the ability to tie that to business goals and results. In the last few year... [See more](#)



Kevin Handley
Global Account Manager at Cisco Systems
October 11, 2013, Kevin worked with Rob in different groups

I worked with Rob on several projects at Cisco where we assisted clients in developing power solutions. He is a key player in that area, with a breadth and depth of knowledge on power, energy efficiency and facilities. Rob has assisted in several areas during sales pursuits, is always willing to help and approaches problems with a ... [See more](#)



Andrew Mackenzie
Channel Partner CTM Expert/Strategy & Planning/Acquisition Integration
October 8, 2013, Andrew worked with Rob in different groups

Rob possesses a rare blend of understanding the technology and business needs in such a way that he is able to articulate them in terms that customers understand. He is a real team player and ensures that deliverables get done. Great guy to work with.



James (J.B.) Feeney
Enterprise Sales Executive at Amazon Web Services
October 8, 2013, James (J.B.) worked with Rob in different groups

Rob's knowledge of DC Facilities Design and Energy Efficiency are unparalleled in the industry. He was great in presenting in front of customers and brought instant credibility to our sales efforts. Rob's work ethic was great he was always available to jump in and roll up his sleeves when we were in a crunch or a customer had an issue.



Wolfram Plettscher
Senior IT Architect at T-Systems
October 8, 2013, Wolfram reported directly to Rob

For 18 months I had the please to work for Rob within a small, startup oriented team. From day one Rob has been motivating and driving our group from a vague idea to a full grown Cisco service offering. His rare capability to combine technical leadership, business drivers and organizational processes shows his outstanding ent... [See more](#)



Rodger Harbaugh
Cyber-Defense Specialist, NetWitness Platform at RSA Security
October 7, 2013, Rob worked with Rodger in the same group

Having worked with Rob for many years - Rob has always impressed with an excellent mix of understanding the business, sales process, and technical requirements/dependencies. I personally rate Rob in the highest regards as someone that delivers real value - and I say that about very few people. He thinks outside the box, a... [See more](#)



Dave Goddard
Head of Digitalization
October 7, 2013, Rob worked with Dave in the same group

Rob is very knowledgeable when it comes to Energy efficiency and efficient Data center design . Excellent with Technical and exec audiences alike . A great resource .



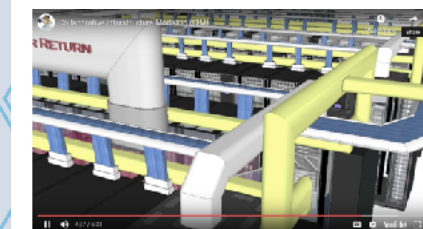
Christine Hester
Account Executive at Espressive

It was a pleasure to have the opportunity to work with Rob. His combination of technical expertise and excellent communications skills are unmatched.

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