



# ROBERT ALDRICH

Technology Executive

Globally recognised, data-driven technology executive, author and innovator.

## SUMMARY

I specialise in executive leadership, new solutions development, Growth and Platform Engineering. I have 20 years of international experience leading across a range of functions.

## EXPERIENCE

**Senior Director of Engineering | SafetyCulture | Growth, Platform, AI, SRE, Observability and Developer Experience**  
FEB 2025 - PRESENT

*Executive engineering leadership, focused on the transition from Start Up to IPO.*

### ACHIEVEMENTS

1. Delivered 50% Platform Growth YoY through multiple Growth Engineering experiments, A/B testing for Product Led Growth (PLG), partnering with global Sales Led Growth (SLG)
2. Assessed and delivered AI Assisted Coding program through Dev Ex Engineering, reducing engineering hours by 28% along with new AI, customer facing features as interim CAIO
3. Delivered \$600k+ in Platform savings in year 1, implemented new FinOps dashboard, standardised the design system, service level architecture and service level objectives (SLO)

**Chief Executive Officer | VerdeOS | National Startup Leadership**  
AUG 2023 - DEC 2024

*Executive leadership for a new venture, delivering a net new SaaS application to market*

### ACHIEVEMENTS

1. Led all aspects of the spin out of 3 divisions of a mature building services company into new software + professional services venture.
2. Specified and delivered 3 versions of a new Smart Buildings Management application, built in AWS, utilising multiple data capture methods, including sensors, assets and BMS.
3. Delivered \$488k in net new revenue, across 32 lighthouse customers while leading a large, national HVAC professional services team.

**Global Lead | AWS | Amazon Sustainable Buildings**  
JUN 2021 - JUL 2023

*Global and APAC regional leadership of new solutions portfolio, born at Amazon*

### ACHIEVEMENTS

1. Established new solutions portfolio in AWS ProServe (prof services), incubated within Amazon and extended to external customers; AWS Sustainable Buildings
2. Delivered Amazon Sustainable Buildings applications to Amazon for WWRE (fulfilment centres), GREF, Amazon Go, Amazon Fresh and Data Centres (2,000+ buildings)
3. Certified AWS Public Speaker, blogger and recognised thought leader, supporting start ups, large enterprises and government customers in AMER and APAC.

► **Dive a Little Deeper?**  
[www.robaldrich.com/portfolio](http://www.robaldrich.com/portfolio)

## CONTACT

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## EDUCATION

**BA, Environmental Sciences**  
University of Rhode Island

- Cloud University
- Data Center University
- Cisco Network Academy
- Data Center Energy Practitioner

## KEY SKILLS

- Executive Leadership
- AI Assessment
- AI Adoption and Transformation
- Corp Sustainability
- Organisation Transformation
- Cloud Services
- Strategy and Planning
- Professional Services
- Technical Sales Leadership
- Regulatory Compliance
- Engineering Leadership

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

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

## PUBLICATIONS

- AIRAH 2023 Big Data and Analytics Keynote
- AWS 2022 Sustainable Building and Operations Keynote
- Data Center Dynamics
- Amazon Science Blog
- 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

## VOLUNTEERING AND COMMUNITY

### Wildlife Rescue (WIRES) Australia

Wildlife rescue volunteering in New South Wales, AU

### University Support (Guest Lecturer)

UNC Kenan-Flagler School of Business

### Pro-bono Video Production

4H, Sunnyside Environmental School, Urban-Rural Exchange

### Brazilian Jiu Jitsu Instructor, Muay Thai Instructor

Alive MMA's Anti-bullying Program for Children

### Youth Basketball Coach

Portland, OR Youth Basketball

### Friends of Trees

Reforestation Volunteer, Portland, OR

## REFERENCES

Many references available on [LinkedIn](#)

I have been privileged to work with many brilliant and talented people in my career, learning something from everyone I've met. I've lived and worked all over the world and my contacts reflect that.

This international experience makes me a better leader of diverse groups. But don't take me word for it, see for yourself on [my LinkedIn page](#).

## BY THE NUMBERS

### CAREER HIGHLIGHTS

**\$600k**

Saved in 1st year at SafetyCulture

**\$140M**

AWS in new sustainability business

**2,000+**

Amazon Buildings under transformation

**\$2.6B**

Cisco Systems in new business

**\$47M**

Cisco Systems Electrical Savings

**\$78M**

Hitachi Year 1 Cloud Bookings

**\$36M**

AT&T Electrical Savings

**100's**

Engineers managed

**6**

New Products specified, launched

**3**

New Business Units founded from Cisco  
EnergWise

**1st**

Industry "How To" Book for EaaS

## BOARD POSITIONS

### iMasons

Sustainability Chair; 2020 - 2022

### JouleX

Technical Advisor; 2008 - 2010

### Cisco EcoBoard

Chief Sustainability Officer, 2009 - 2013

### The Green Grid

Cisco Lead, 2011-2013

### Mission Critical Magazine

### Uptime Institute

### Data Center Dynamics

### Climate Savers Computing