

Robert Aldrich

Senior international technology leader with experience as CEO, CTO and leading emerging solutions development for companies big and small.

Author and recognised industry thought leader at the forefront of AI assessment, adoption and transformation.

▶ Sydney, Australia



SUMMARY

Silicon Valley proven, senior technology leader and global talent visa recipient. Focused throughout his career on the intersection of people, process and technology. Most recently focused on the assessment and adoption of AI in support of strategic transformations to be AI-first. Experience with both large and small organisations, from start ups to hyperscalers. Rob is a true versatilist and is particularly skilled at balancing technology, investment and productivity.

Rob has demonstrated proven impact as a global and regional leader at AWS, Hitachi, Cisco and Schneider Electric. He's been a CTO and CEO, led mergers and acquisitions, keynote speaking, authored technical how to guides and supported new standards development (ISO).

In his next role, Rob is looking to join a team that is trying to determine the right architecture and strategy to lead their niche. He understands the evolution that is needed to realise the benefits that AI provides, without increasing risk and cost.

EXPERIENCE

Senior Director of Engineering | SafetyCulture



Growth, AI, Platform and Developer Experience

FEB 2025 - PRESENT

SafetyCulture is an Australian unicorn start up focusing on keeping front line workers safe.

ACHIEVEMENTS

1. Delivered 50% in new platform growth YoY through regular 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 38% along with new AI, customer facing features as interim Chief AI Officer (CAIO). Achieved 84% adoption across 221 engineers in 9 months.
3. Delivered \$600k+ in Platform savings in year 1, implemented new FinOps dashboards, standardised the front end design system, established new service level architecture and service level objectives (SLO)

Chief Executive Officer | VerdeOS



SaaS, Sensors and Professional Services

AUG 2023 - DEC 2024

VerdeOS is the worlds first sustainable buildings SaaS application, providing turn key solutions by deploying sensors and integrating a range of data sources.

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 Building Management Systems (BMS)

3. Delivered \$488k in net new revenue, across 32 lighthouse customers while leading a large, national HVAC professional services team

Global Lead | Amazon Web Services

Amazon Sustainable Buildings

JUN 2021 - JUL 2023



AWS is the worlds largest hyperscaler with more Cloud Services than any other provider

ACHIEVEMENTS

1. Built a new solutions portfolio in AWS ProServe (prof services), incubated within Amazon and extended to external customers; AWS Sustainable Buildings. Global lead for buildings and APAC regional lead for all sustainability solutions.
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

Head of Consulting | Chief Technology Officer | EcoLibrium Services

Data Architecture, Data Centres and Sustainability

JUN 2021 - JUL 2023, OCT 2013 - Mar 2015



EcoLibrium is a company Rob founded where he's provided consulting services for SaaS startups, sustainability and data centre teams.

ACHIEVEMENTS

1. Started a new company with former colleagues to provide consulting services, established after his career at Cisco and re-launched during COVID
2. Provided input to the Biden Administrations Energy Plan, specifically focused and the data acquisition and data analytics architecture
3. Provided data centre energy efficiency assessments for AWS data centres and a new data schema for HVAC management

Senior Director | Hitachi Data Systems

Hybrid Cloud, DataOps, Manufacturing and Mining

FEB 2015 - MAY 2020



Hitachi Data System (Vantara) provides compute and storage solutions along with SaaS applications for specific industries

ACHIEVEMENTS

1. Delivered Hitachi's first cloud offerings, Hitachi Enterprise Cloud (HEC). Directly managed a core, global team of 12, responsible for delivery and execution with early adopters as part of Hitachi's Emerging Solutions division
2. Won VMware partner of the year, delivering \$42M in year 1 bookings
3. Won the Hitachi Chairman's Award for the successful launch of Hitachi Manufacturing Insights

Chief Sustainability Officer | Cisco Systems

Smart Grid, Sustainable Buildings, Data Centres, Cisco EnergyWise Co-Founder

OCT 2005 - OCT 2013



Cisco Systems is the world leader in global networking solutions

ACHIEVEMENTS

1. Authored the world's first enterprise energy management "how to" book; has sold more than 20,000 copies (US) and has been translated into Mandarin; accounting for more than 30,000 international unit sales

2. Identified new partnerships and led the acquisition of JouleX (\$106M) and Richards-Zeta (\$38M)
3. Managed a P&L of \$200M as Advanced Services lead for Data Centre energy management solutions

Senior Product Manager | APC by Schneider Electric



International Exchange Program, Global Product Management, Field Engineering
 JAN 2000 - OCT 2005

APC is the worlds leading provider on power back up systems and energy management for data centres

ACHIEVEMENTS

1. Won the coveted selection to represent APC HQ in APAC through APC's international leadership exchange program
2. Drove \$12M partnership revenue as Cisco's embedded System Engineering lead and Global Product Manager
3. Managed global field engineers to implement a large scale roll out of new products across 300+ Cisco sites

Site Services Manager | Bank of America



New Data Centre Design for Digitisation of Financial Records
 MAR 1996 - DEC 1999

Bank of America is the largest bank in the US

ACHIEVEMENTS

1. Facilities design and management of first purpose built compute facility for digital archiving of financial data for mortgage services

CAREER HIGHLIGHTS

100's

Engineers managed

221

Engineers supported in adopting AI

6

New Products specified, launched

3

New Business Units founded from Cisco EnergyWise

1st

Industry "How To" Book for EaaS

\$140M

AWS in new sustainability business

2,000+

Amazon Buildings under transformation

\$1.6B

Cisco Systems in new business

\$47M

Cisco Systems Electrical Savings

\$42M

Hitachi Year 1 Cloud Bookings

BOARD POSITIONS

SafetyCulture

Engineering Leadership Group, 2025, 2026

iMasons

Sustainability Chair; 2020 - 2022

JouleX

Technical Advisor; 2008 - 2010

Cisco EcoBoard

Chief Sustainability Officer, 2009 - 2013

The Green Grid

Cisco Lead, 2011-2013

AWARDS & HONOURS

Australian Global Talent Visa (858)

Top Global Tech Talent, 2026

Gartner MQ

Cisco, Hitachi 2011, 2018, 2019

VMware Partner of the Year

Enterprise Cloud, 2017

Hitachi Chairmans Award

Best New Product, 2016

AEEI International

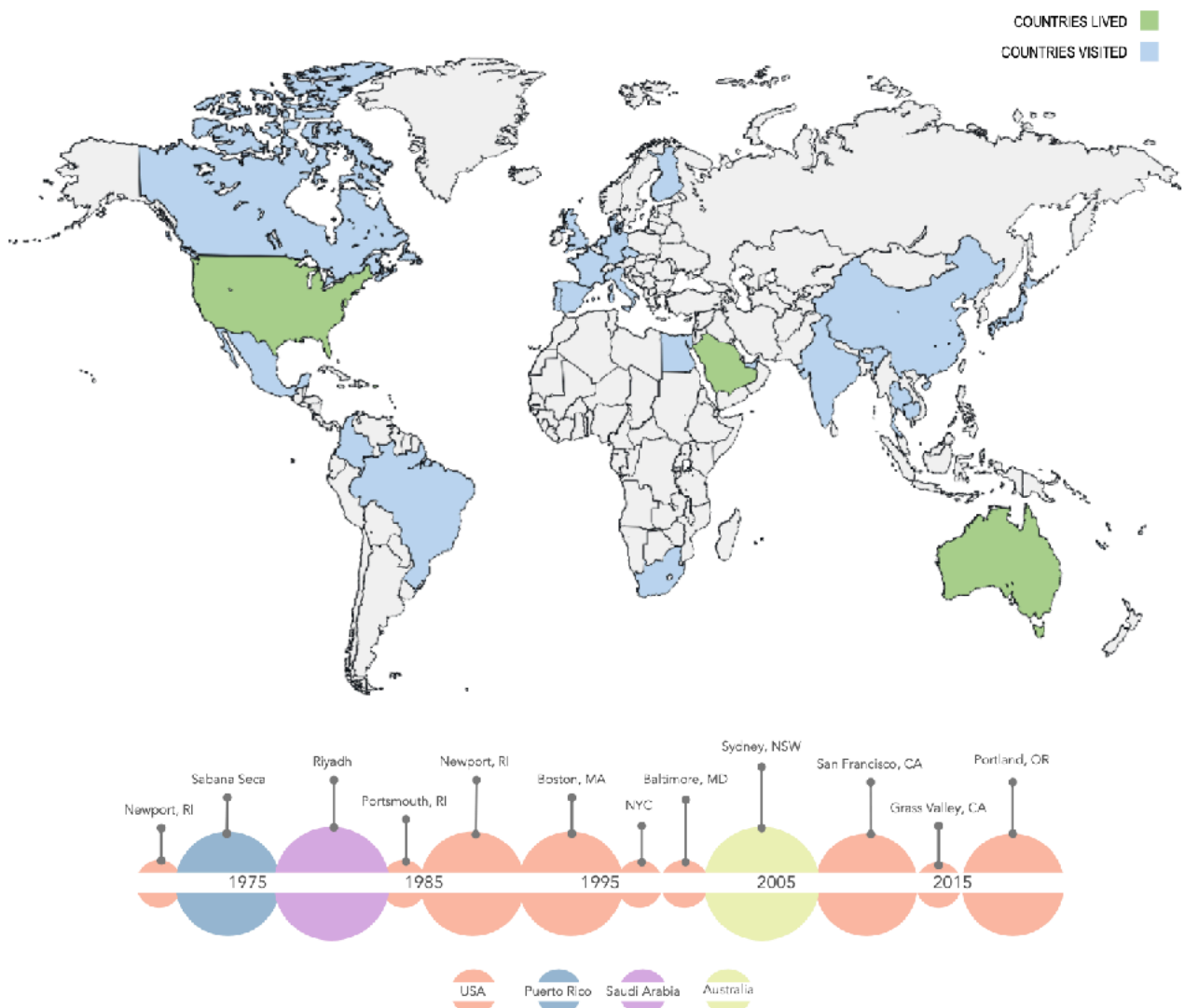
Energy as a Service, 2012

INTERNATIONAL EXPERIENCE

A GLOBAL PERSPECTIVE

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. I am now a permanent resident of Australia.



VOLUNTEERING AND COMMUNITY

Wildlife Rescue (WIRES) Volunteer

Protecting Australia's Native Wildlife

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



Rob's Book

An industry first, detailing Rob's data-driven approach to sustainability transformation across Cisco's labs and data centres.

REFERENCES

All Reference Contacts 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 my word for it!

Please feel free to contact any of my 10k+ LinkedIn contacts for references.

Four overlapping LinkedIn reference cards are displayed. Each card features a profile picture, name, title, and a testimonial. Rodrigo Tolleo (Quality Engineering Manager at SafetyCulture) praises Rob's experience and insights. Brody McKee (Staff Engineer at SafetyCulture) highlights Rob's leadership and technical knowledge. Renan Silveira (Staff Software Engineer at Commonwealth Bank) appreciates Rob's clarity and support. Rohit Rangnekar (Principal Product Manager at Amazon Web Services) commends Rob's sustainability experience and impact.

