GRC's Peter Poulin Named One of Data Economy's Future 100 Influencers in the Global Data Center Market

The list highlights data center leaders expected to heavily influence the data center market for the next decade

AUSTIN, TX – January 21, 2020 – GRC (Green Revolution Cooling), the leader in immersion cooling for data centers, today announced that Data Economy named President and CEO Peter Poulin one of the world's top 100 personalities to watch in the next decade. This first ever ranking showcases global data center and cloud executives expected to heavily influence the direction and transformation of their markets over the next decade. The announcement comes on the heels of Poulin being named to Data Economy's Top 50 Most Influential Climate Leaders in Data Centers and Cloud.

Since beginning his tenure as President and CEO of GRC in 2016, Poulin has shepherded the organization through its 10-year anniversary as the leader in immersion cooling, developing partnerships with data center industry leaders, building a scalable supply chain, strengthening quality assurance processes and controls, establishing a world-wide installation and service capability, and expanding the patented product lines, ICEraQ™, ICEtank™, HashRaQ™ and HashTank™, to significantly reduce the cost and complexity of designing, building, and operating data centers.

"GRC is humbled by this recognition," said Peter Poulin. "At GRC our goal has been to lead the way in immersion cooling and shape the direction of the global data center market. Being a part of the Data Economy's Future 100 list is acknowledgment that the industry is poised for real change and our work at GRC is part of driving this innovation."

The award follows an eventful 2019 for GRC with such milestones as GRC's Dell Technologies OEM collaboration to integrate its ICEraQ™ and ICEtank™ modular liquid-immersion cooling systems with Dell EMC PowerEdge servers while providing end-users with Dell Technologies and GRC warranties covering their respective systems. In September, GRC and Hewlett Packard Enterprise (HPE) established an OEM partnership agreement, and late last year GRC and Asperitas published a data center immersion cooling fact-check website to answer immersion cooling FAQs to set the record straight on immersion cooling misconceptions.

"Peter's vision is enabling GRC to reach IT and data center leaders and revolutionize the data center industry," says Derek Gordon, Board Member representing GRC's majority shareholder, "Peter's thought-leadership and guidance within the industry is enabling GRC to reach larger markets and impact the way data center owners and operators think about building and operating their critical facilities. We are proud that Data Economy has recognized his leadership and influence."

About GRC

GRC is the immersion cooling authority. The company's patented immersion-cooling technology radically simplifies deployment of data center cooling infrastructure. By eliminating the need for chillers, CRACs, air handlers, humidity controls and other conventional cooling components, enterprises reduce their data center design, build, energy, and maintenance costs. GRC's solutions are deployed in over seventeen countries and are ideal for next-gen applications platforms, including artificial intelligence, HPC, and other Edge and core applications. They are environmentally resilient and space saving, making it possible to deploy the solution in virtually any location with minimal lead time. Visit http:/grcooling.com for more information.