



POSITION	VICE PRESIDENT OF SALES ENGINEERING, NORTH AMERICA
REPORTS TO	Nicholas Laag – Founder & CEO
DATE	October 20121
LOCATION	North America
MORE INFORMATION	https://primedatacenters.com/
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COMPANY OVERVIEW

Prime Data Centers is a data center developer and operator delivering build-to-suit, powered-shell, and turnkey solutions to retail colocation providers, hyperscalers, and large enterprises. Through its unique “Partnership-as-a-Service model,” Prime redefines the traditional corporate partnership by offering flexible ownership options and dynamic leasing structures. Privately owned and operated by top real estate and technology leaders, Prime acquires, develops, and operates data center environments designed to scale while accelerating time-to-market and solving today’s most complex infrastructure challenges.

Prime is a private firm owned by entrepreneurs controlling \$6B in assets, with a 15-year tenure in development of technology and real estate projects, Prime provides customers with ownership options and dynamic leasing models defining a true corporate partnership.

Prime is wholly focused on wholesale data center development targeting the TMT space comprised of hyperscale, cloud, retail colocation, and large enterprise customers as well as Media & Entertainment and Healthcare markets. Prime is a solutions provider with a history of partnering to achieve aligned business outcomes vs offering a pre-determined product or service. Prime is build-to-suit oriented committed to meeting customer’s requirements through a variety of solution vehicles.



PRIME DATA CENTER LOCATIONS

Prime currently owns 6 data center projects with an additional 5 projects under contract and anticipated for closure Q4 2021 / Q1-2022. Key facts –

- 2 are fully leased and operational
- 1 is under construction and pre-leased
- 3 are in permitting / leasing stage
- The balance are in planning phase
- Total = 400+MW –
- 7 in California - 4 in Santa Clara, 2 in Sacramento, and 1 in Hayward
- 1 campus in Chicago, IL
- 1 campus in Madrid
- 1 campus in Munich
- 1 campus in Frankfurt
- Pipeline with LOI stage deals in N VA, Atlanta, and Phoenix

Sacramento Data Center Campus

Prime's Data Center campus in Sacramento is located on 38 acres in McClellan Business Park, less than 90 minutes from the Bay Area with impressive amenities and tax incentives.

- Outside the 500-year flood plain
- Low seismic risk
- Privately-owned 50 MVA sub-station, expandable to 150 MVA
- Affordable, renewable power with 30-50% savings compared to the SF Bay Area
- ~3ms latency to San Jose and San Francisco

Drone video of SAC property: <https://youtu.be/WWu02bevSfw>

Silicon Valley Data Center - Martin

This Silicon Valley data center facility is the newest addition to the Prime Data Centers wholesale portfolio. 2175 Martin Avenue in Santa Clara offers 80,000 square feet of space and sits on a 1.68-acre plot entitled for a 9MW data center with construction start estimated for Q2 2022. Expandable to a 36MW facility.

Santa Clara Data Center – Comstock – Fully leased to Cyxtera

Prime's newest data center is in the heart of Santa Clara, strategically located on major fiber routes and multiple power feeds with up to 40% lower power rates than other San Francisco Bay Area utilities. Prime Data Centers has pre-leased this property to Cyxtera.

Hayward Data Center – Fully leased to single F50 tenant

This 20MW two-story flex building comprising 145,850 square feet on 4 acres is 100% leased by a leading Fortune 50. The property was built in 2015 as a build-to-suit and has become a state-of-the-art data center which serves as a strategic mission critical asset in Northern California.



Elk Grove Village Data Center - Planned

Prime Data Centers recently announced that it will invest \$1 billion to create a three-building, 150MW, 750,000 square foot data center campus in Elk Grove Village, the leading cloud hub in the Western Chicago suburbs near O'Hare Airport. This is a wholesale build to suit focused on hyperscale and large enterprise tenants.

INTERNATIONAL DATA CENTER LOCATIONS

Madrid Campus

60MW critical facility in design phase

Frankfurt Data Center – Project Wolf

Estimated closing Q4 2021. 227,000 square foot, 25MW capacity

Munich Data Center – Project Marie

225,000 square foot, 5 acres, 30MW capacity

CHAPTER / CHARTER

Prime is a privately funded entity founded by Data Trust Holding which is a partnership between Nicholas Laag, Klaus Wecken, and Marc Leffin who have been doing business together for 17 years in real estate development and platform creation. Prime was founded to capitalize long term on the structural growth in infrastructure serving the needs of compute, storage and mobile data. Prime is a pure play wholesale hyperscale data center developer and operator with long-term goal to be top 3 private owner operators serving large enterprise, technology, hyperscale, cloud, and retail colocation partners in Americas and Europe.

Prime Data Center's endeavors to disrupt the traditional data center services model by introducing a "Partnership as a Service" business model which has proven successful for their customers. Prime takes a different approach to partnership by co-creating capital expenditure and infrastructure strategies with its customer that both advance their physical business interests in the digital works and increase per share valuations.

Prime has secured a ~400MW project pipeline in different phases of development in the US, Europe, and Latin America. Their target capital investment over the next 10 years is > \$5B.



COMPANY MISSION, VISION, VALUES, & CULTURE

Prime Mission: Prime takes a different approach to data center development partnership by co-creating capital expenditure and real estate strategies with its customers that both advance their physical business interests in the digital world and increase per share valuations. A private firm owned by entrepreneurs controlling \$6B in assets and a 15 year tenure in development of technology and real estate projects, Prime provides customers with ownership options and dynamic leasing models defining a true corporate partnership.

Prime Vision: Our vision is a world in which critical data of all types are more secure, more accurate, and more useful to humanity. Our purpose is to work towards achieving that vision through a true Partnership-as-a-Service model and work and build together to solve today's most complex infrastructure challenges.

Prime Values:

- Partnership-driven through our Partnership as a Service model
- Customer-committed to accelerate speed-to-market
- Team-centric because we are only as good as our people
- Future-focused to scale with you rapidly
- Transparent and Frictionless so we can solve complex infrastructure challenges together
- Creative and Flexible, we roll up our sleeves to deliver and develop what you need when you need it
- Sustainability-focused to mitigate carbon impact and fight climate change
- Open-Minded and Opportunistic as we continue innovating and delivering what customers want

Prime Culture: Prime's founders have excelled together because their businesses intentionally retain an entrepreneurial, open, transparent, fun, and fulfilling environment. They encourage team collaboration and open interaction resulting in a culture where people are self-accountable and aspire to do their best because they know results are rewarded.



PRIME DATA CENTER'S SENIOR LEADERSHIP TEAM

Prime Data Center's Leadership team has a \$10B+ track record in the development and acquisition of real estate and operating businesses to include Data Center, IT, Engineering, and Private Equity. They have 20+ years and 100MW of global data center and real estate design, construction, and operating experience to include the origination and execution of leases generating \$500M+ per annum.

Meet the Team



NICHOLAS LAAG
Founder & CEO

[LinkedIn Profile](#)



ULRICH PELZ
CFO

[LinkedIn Profile](#)



JEFF BARBER
*EVP, Sales & Business
Development*

[LinkedIn Profile](#)



HOCH CHO
CIO

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CHRIS SUMTER
EVP, Acquisitions

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JONATHAN GIBBS
*SVP, Design &
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[LinkedIn Profile](#)



JENNY PRZYGRODZKA
Finance Director

[LinkedIn Profile](#)



JON FALKER
Marketing Director

[LinkedIn Profile](#)



FINANCIAL PARTNER



June 2021 - [Prime Data Centers Announces Strategic Partnership And Equity Investment With Macquarie Capital](#)

Macquarie Capital Group (MCG) is the corporate advisory, capital markets and principal investment arm of Macquarie Group. Macquarie Capital has been a pioneer and global market leader in the infrastructure sector for over three decades. Its global expertise includes a broad range of infrastructure projects covering traditional core sectors such as transport and accommodation as well as emerging sectors such as digital infrastructure. Macquarie Capital's Energy Principal team provides flexible capital across the project lifecycle of energy infrastructure projects, from development through operations, to unlock value and enable growth.

Additional Press Releases regarding Prime Data Centers & Macquarie Capital partnership.

June 2021 - [Macquarie Capital announces strategic partnership with Prime Data Centers](#)

June 2021 - [Macquarie Capital announces \\$5 billion partnership with Prime Data Centers Investment company to help fund Prime's 400MW project pipeline](#)

COMPANY NEWS

September 2021 - [Prime Data Centers Plans \\$1 Billion Project in Suburban Chicago](#)

July 2021 - [Prime Data Centers Announces New Silicon Valley Data Center](#)

June 2021 - [Prime Data Centers Announces Pre-Lease Of 9MW Silicon Valley Facility To Cyxtera](#)

December 2020 - [Private Cloud Vs. Public Cloud](#)



VICE PRESIDENT OF SALES ENGINEERING, NORTH AMERICA

The Vice President of Sales Engineering, North America (VPSENA) provides strategic leadership, oversight and tactical direction for all Sales Engineering initiatives and team members. The VPSENA is specifically focused on helping close Enterprise, wholesale and hyperscale business via data center and wholesale product knowledge, presentation, solution design, quoting, and leading tours of the Prime Data Centers facilities. Solutions are win-win focused to maximize both company and customer's value.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Demonstrates expert understanding of data center design concepts and differentiators (high density cooling, maintainable fault tolerant power, security redundancy, etc.).
- Effectively leads wholesale solution requirement gathering sessions with clients and vendors.
- Designs and documents customer solutions and environments based on specific customer requirements.
- Reviews lease terms and aligns with customer's technical requirements.
- Hosts tours of Prime's data centers.
- Identifies best use of Prime data center's wholesale products to develop solutions that exceed customer requirements.
- Interfaces and translates critical requirements across operations, engineering, construction, marketing, IT etc.
- Participates in customer meetings and assists regularly in telling the Prime Data Centers story.
- Creates and edits pricing quotes quickly and accurately.
- Responds to, maintains, and stores answers to technical RFP questions.
- Writes Scope of Work and Bill of Materials to support the fit-out of wholesale customer spaces.
- Identifies and approves 3rd party contractors to provide customer facing infrastructure across all geographic locations where Prime Data Centers operates.
- Reviews RFP/quotes provided by 3rd party contractors and makes recommendations based on customer requirements and RDC requirements including margins.
- Assists in facility space planning and management.
- Develops and hosts technical training.
- Trains SEs and Sales on how to host data center tours with a focus on a wholesale delivery model.
- Occasionally works the Prime Data Centers booth at industry trade shows and events.
- Performs special projects related to the Solutions Engineering function as assigned by management.
- Regular onsite, predictable attendance is essential for satisfactory performance.



KNOWLEDGE, SKILLS & ABILITIES

- Must be a master storyteller and presenter and comfortable speaking/presenting to groups of all sizes.
- A thorough understanding of modern data center and IT client requirements and environments with a primary focus on wholesale customers and their data center requirements.
- Proficient with software application such as AutoCAD, CFD Modeling, Visio, Word, Excel, Power Point, Project Outlook, SharePoint and Salesforce.
- Able to work in a team/cross-team/multi-site environment.
- Manages stress in a fast (fun) paced environment effectively.
- Excellent problem solver/creative thinker.
- Engages customers to extract critical technical and business drivers that may position client deliverables.
- Effective at working with 3rd party contractors and vendors to aid in the design of large customer infrastructure deployment requirements.
- Able to develop bill of materials and scope of work for large customer infrastructure deployment requirements.
- Maintains familiarity with competitive offerings in order to effectively position products and solutions in a competitive environment.
- Possess effective oral and written communications and strong analytical and problem-solving skills.
- Minimum of 7+ years of experience with multiple data center operators and environments.
- Prior technical sales support experience in a wholesale data center environment.

KEY QUALIFYING CRITERIA

Depth & Breadth – Extent of expertise and experience understanding and extrapolating data center design concepts and differentiators across broad purpose / use cases, geographic, and environmental considerations.

Customer/prospect orientation - Extent of use/utility translated to offering and use case benefitting each prospective client's environment. Comfortable and consultative in telling the story behind the design value.

Sales Orientation – Empowering partnerships with sales to be present, supportive, engaging, knowledgeable and willing to invest time for the appropriate level of intellectual transfer.

Technical - As the technical SME on the sales team, demonstrate a thorough understanding of modern data center and IT client requirements and environments to create a clear competitive advantage for wholesale customer prospects.

Documentation – Strong and effective writing skills to effectively convey requirements, reviewing lease terms, technical RFP questions, scope of work, quotes, bill of materials, etc. across a broadly vested constituency.



WHY CONSIDER THIS OPPORTUNITY WITH PRIME DATA CENTERS?

Precedent – Prime’s Founders and Principals bring deep expertise with a \$10B data center and real estate development track record of success on a global basis. Prime’s senior leadership team is credentialed across data center, IT, design, engineering, and finance industries.

Competitive Advantage – Prime’s Partnership-as-a-Service (PaaS) value proposition is entirely unique in the wholesale data center market. PaaS redefines traditional corporate partnership by offering a myriad of strategic, flexible ownership options and/or dynamic leasing structures.

Leverage – Prime’s partnership with Macquarie Capital Group (MCG) offers immediate access to over 400MW of developable data center infrastructure and a \$5B investment target which allows for and encourages sustainable growth initiatives and value creation.

Prepared – Prime’s global development history and earned partnership with MCG equips them with a long view of ensuring they are addressing the financial, sustainable, flexibility, contract vehicles, innovation, and sophistication required by wholesale data center consumers.

Growth Orientation – This dynamic growth chapter with Prime offers entrepreneurial and opportunistic minded professionals the opportunity to flex their strengths and be challenged and rewarded with decision making authority resulting in measurable and impactful outcomes.

COMPENSATION

The compensation package for the Vice President of Sales Engineering will include a highly competitive annual earnings opportunity comprised of a base salary and commissions, along with an above market long-term incentive compensation proposition in the form of equity.

SEARCH PROCESS

Following a thorough exchange of information relating to company information, resume, and key qualifying criteria, CFS Partners anticipates recommending a short list of candidates to Prime Data Centers for video introductions with Nicholas Laag in November 2021. We will narrow down to a select short list to be introduced to other members of the Senior Leadership Team. We will then make arrangements for finalists’ meetings in person. The selected finalist will be presented with a compelling offer contingent on clean reference and background checks.