

INDUSTRY MARKETING MANAGER DATA CENTERS

Interview Presentation

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 Industry Software

Industry Marketing

This role acts as the strategic bridge between the corporate goals, the software portfolio, and the field organization. The role defines the target industry landscape, buyer personas, and value propositions, and owns the messaging framework across the buyer journey—Discover, Evaluate, and Decide. Within the demand management process, Industry Marketing shapes early-stage demand by articulating why change is needed and why this company is relevant, then enables downstream execution through campaigns, content, and sales enablement. The role ensures consistent, outcome-oriented messaging that builds trust, aligns stakeholders, and accelerates customer movement from awareness to commitment.

Audience Insight: Needs & Challenges

\$6.7T

Projected Global Investment by 2030
(22% CAGR)

Driven by AI Workloads &
Hyperscaler Expansion

Critical Customer Pressures



Speed

Rapid capacity expansion to meet explosive AI compute demand.



Efficiency

Maximize compute density while minimizing energy footprint.



Reliability

Zero-tolerance for downtime with low latency in an always-on global infrastructure.



Sustainability

ESG reporting, renewable integration, and liquid cooling.

Insight: Customers are no longer optimizing individual systems. They need end-to-end solutions for holistic design and lifecycle management.

Value Proposition

This company is not just a tool provider; we are a **Transformation Partner** enabling a "Digital Twin" approach across the entire lifecycle.



Design & Simulate

Virtual design and "what-if" testing to validate performance before capital deployment.



Manage & Operate

Real-time visibility via DCIM and integrated building management (HVAC, Power).



Optimize

Thermal and cooling optimization to maximize white space efficiency.



Sustain

Comprehensive ESG reporting and renewable energy integration.

Client Outcome

Reduced risk, faster time-to-market, and optimized total cost of ownership (TCO).

Target Audience & Buying Groups

Primary Operators

Hyperscalers

AWS, Azure, GCP, Meta, Oracle

Colocation

Equinix, NTT, Digital Realty

Enterprise

Financial Institutions (JPMorgan Chase), Healthcare Organizations (Kaiser Permanente)

Ecosystem Influencers

Engineering & Consulting

Burns & McDonnell, Jacobs

Hardware & Finance

Chipmakers - NVIDIA, Intel, AMD

Private Equity – Blackstone, DigitalBridge, Stonepeak

Buying Group Roles



Executive Buyers

COO, CIO, CFO (Focus: Capital Efficiency & Risk)



Functional Leaders

VP Infrastructure, VP Engineering (Focus: Performance)

Discover Phase Content Strategy

Target Engagement: Typical content types that personas engage with to build trust and authority.



Thought Leadership

- White papers on Data Centers, AI & Sustainability
- Industry benchmark reports
- Lifecycle optimization insights



Industry Presence

- High-impact engagement at key events
- Data Center World, PTC
- Trade association partnerships



Digital Education

- Technical webinars for engineers
- Targeted nurture campaigns
- Educational email sequences



Sales Enablement

- "One-stop" access to assets
- Executive briefs & case studies
- Field training & battlecards

“ Buyers in the Discover phase seek perspective and expertise, not just product features. We must lead with value.”

Targeted Messaging



Buying Group Role

Hyperscaler & Colo

Infrastructure &
Engineering Leader

Primary Value Anchor

Speed to capacity
Operational reliability
Energy efficiency

Strategic Message

AI-driven workloads are fundamentally reshaping data center economics—compressing deployment timelines while increasing power density, thermal risk, and sustainability pressure. Traditional, siloed design and operations approaches struggle to keep pace, often leading to late-stage redesigns, inefficient energy use, and constrained scalability. This company enables operators to shift upstream by digitally designing, simulating, and validating data centers before capital is committed. By connecting engineering decisions with operational outcomes through a continuous digital thread, operators can **scale capacity faster, improve energy efficiency, and protect uptime**—while future-proofing facilities for evolving AI and regulatory demands.

Targeted Messaging



Buying Group Role

Private Equity

MD of Infrastructure
Portfolio COO

Primary Value Anchor

Time to revenue
Portfolio standardization
Total cost of ownership

Strategic Message

Data centers are now long-term infrastructure assets where value creation depends on speed to market, operational efficiency, and resilience over decades—not just initial build cost. Fragmented tools and reactive decision-making increase execution risk and limit **portfolio-level standardization**. This company enables investors and platform operators to institutionalize a digital-first approach—standardizing design, validating performance early, and improving lifecycle transparency across assets. This reduces development risk, **shortens time to revenue, and improves total cost of ownership**. By embedding digital twins and lifecycle intelligence from day one, investors gain greater confidence in scalability, exit optionality, and long-term asset performance.

Targeted Messaging



Buying Group Role

Engineering & Consulting Firms

Data center market lead
VP of Engineering

Primary Value Anchor

Design certainty
Reduced rework
Schedule confidence

Strategic Message

As clients demand faster delivery, higher density, and stronger sustainability outcomes, engineering firms face growing pressure to deliver **certainty** in increasingly complex environments. Late design changes, thermal uncertainty, and disconnected tools put schedules and reputations at risk. This company empowers consulting and engineering teams with a digital-first toolkit to **simulate, validate, and optimize data center designs early**—before issues appear on site. By integrating performance modeling, change management, and lifecycle insights, firms can **reduce rework**, differentiate their recommendations, and deliver predictable outcomes. This positions engineering partners as trusted advisors—not just executors—in an AI-driven data center market.

Closing: What I Uniquely Bring

Strategic Leadership

Proven ability to define GTM strategy and orchestrate cross-functional program execution (Wipro, IBM).

Growth & Scale

Experience scaling products and pipelines, driving 50% annual growth and 10% pipeline lift.

Intrinsic Ownership Mentality

Not limiting myself to defined responsibilities & focusing on what needs to be done to move the business forward

My Value Proposition

What I uniquely bring to this role is a combination **of strategic leadership, a growth-and-scale mindset, and a strong ownership mentality**. I am comfortable operating at the intersection of corporate strategy, portfolio teams, and field execution—translating high-level objectives into focused industry narratives and demand programs that drive real adoption in the market.

I bring a growth-oriented perspective shaped by working in environments where scale, speed, and clarity matter. In fast-evolving industries, I focus on defining repeatable frameworks—clear personas, messaging, and campaigns—that can scale globally while remaining relevant to local market dynamics. My goal is not just to launch initiatives, but to build foundations that support sustained growth over time.

Finally, I bring an ownership mentality. I approach my work with accountability for outcomes, not just deliverables. I take initiative, move forward in ambiguous situations, and stay engaged through execution, iteration, and refinement. That ownership ensures alignment across stakeholders and helps transform strategy into measurable impact for the business.