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**ALIGNED ENERGY ANNOUNCES APPOINTMENT OF**

**JOHN PETRALIA AS CHIEF MARKETING OFFICER**

*Award-winning marketing executive John Petralia to support growth agenda*

**New YORK, NY– June 29, 2016 -** [Aligned Energy](http://www.alignedenergy.com/), which delivers a leading integrated, sustainable technology platform that significantly reduces data center energy and water usage, increases transparency, optimizes efficiency and enhances reliability to deliver improved business outcomes, announced today the appointment of John Petralia as Chief Marketing Officer (CMO). Petralia, who has a 20-year demonstrated track record of building high performance teams and is well recognized for developing strategies that have accelerated growth and built the brands of some of the world's most successful information services and technology companies, will lead marketing, communications, and product management strategy across all four of Aligned Energy’s divisions, including [Aligned Data Centers](http://www.aligneddatacenters.com/), [Energy Metrics](http://www.energymetricsllc.com/), [Inertech](http://inertechllc.com/), and [Karbon Engineering](http://karbonengineering.com/).

“John’s proven credentials for implementing marketing strategies that have achieved transformative growth and success for leading global brands is nothing short of remarkable,” said Jakob Carnemark, founder and CEO of Aligned Energy. “He is an accomplished and seasoned business and marketing executive who will help us elevate the Aligned Energy brand, stimulate increased demand for our solutions and drive revenue growth across our entire product portfolio. We look forward to the many contributions he will bring to our fast-growing company.”

[**Tweet This**](http://twitter.com/intent/tweet?text=@Riverbed+Technology+names+former+@Polycom+CMO+Kate+Hutchison+as+new+Chief+Marketing+Officer+rvbd.ly)**:** .@AlignedEnergy names former @Bloomberg global marketing executive John Petralia as new Chief Marketing Officer: <http://bit.ly/295IwiC> #CMO

Prior to joining Aligned, John served as the global head of marketing for Industry Verticals, Media, and Employer Branding at Bloomberg LP. Since 2009, he helped build and lead a world class marketing team to support the company’s growth objectives by transforming brand perception, expanding the company’s revenue portfolio in new industries, and becoming an employer of choice. Before Bloomberg LP, John was the senior vice president and chief marketing officer for Iron Mountain. Over a span of five years, he accelerated revenue growth from $1 billion to $3 billon by expanding service offerings into SaaS applications and implementing a digitally-led marketing strategy to improve customer share across all services. John’s extensive understanding of technology, information services and digital customer experience strategies further resulted in the successful implementation of a multinational business unit he founded at Xerox Corporation, where he held the position of vice president and general manager from 2000 to 2003.

“I’m thrilled to be joining the Aligned Energy team at such an exciting stage,” said Petralia. “The company is in hyper-growth mode and is very well-positioned as a leader in the sustainable infrastructure and data center markets. Its solutions and services are transformative, providing clients operational transparency and an ability to have full control over their mission critical data centers while significantly reducing water and power consumption. It has the double benefit of being both good for business and helping create a more sustainable future.”

Throughout his career, John has received global recognition for his professional accomplishments. In 2012, Execrank named him a top 20 global CMO. A thought-leader in his field, John sits on the advisory board of the CMO Council – the editorial board for the *Applied Marketing Analytics Journal* – and is often sought out to speak and write on B2B marketing best practices. John graduated from the Executive Development Program at Harvard Business School and received his MBA in Finance from University of Colorado, Colorado Springs and Bachelor of Science in Electrical Engineering from Rensselaer Polytechnic Institute.

[**About Aligned Energy**](http://www.alignedenergy.com/)**:**

Aligned Energy is an integrated group of innovative, forward-thinking companies – Aligned Data Centers, Inertech, Energy Metrics and Karbon Engineering - all of which are committed to solving the world's toughest challenges associated with data center building infrastructure, energy consumption and water usage. Their focus is to lower the cost and drain of resources needed to run data centers by more than 50%.

By bringing the first on-demand model to the data center industry, Aligned Data Centers has transformed colocation deployment. Inertech delivers the most efficient data center technology and solutions in the marketplace with up to 80% water conservation and up to 70% reduction in infrastructure space. Energy Metrics offers a Data Center Infrastructure Management (DCIM) tool that manages and visualizes energy consumption and infrastructure to scale by optimizing over 20 million live data feeds simultaneously. And, with its continuous development of new processes and engineer designs, Karbon Engineering provides consulting services that are driving improvements in critical facilities all over the world.

Aligned Energy’s philosophy is simple – it aligns its team’s passions to create new technologies and products with the goal to not only change the built environment for our clients, but also the impact it has on the planet. For more information, please visit [www.alignedenergy.com](http://www.alignedenergy.com).