



For Immediate Release

Media Contact:

Richard Joy
Bamboo PR
+44.7467.606.165
<mailto:richard@bamboopr.co.uk>

Immersion Cooling Specialist GRC Appoints New Senior Account Director for DACH Region

May 25, 2023 – GRC ([Green Revolution Cooling](#)), the leader in [immersion cooling](#) for data centres, has appointed Lorenz Ohm as Senior Account Director.

GRC continues to build strong momentum across EMEA, and Lorenz's newly created role is to underpin recent growth in Germany and the broader DACH region.

With Germany's new [Energy Efficiency Act](#) prioritising the need for energy efficiency for German-based data centres, distributing GRC's immersion cooling solutions to the region will be at the forefront of Lorenz's role. This government-driven sustainability drive collides with skyrocketing energy costs and a concentrated focus across the sector to implement technologies that enable effective heat reuse.

Lorenz brings over 25 years of experience across the IT industry, including 14 years at GRC Global Alliance Partner Dell Technologies, where Lorenz focused on digital strategy, channel relations and customer acquisition. Before that, Lorenz held a Business Development management position at GEODIS.

Paul Edmondson, Vice President EMEA at GRC, said: "As GRC further expands into the DACH and EMEA regions, we must meet the growing demand for liquid immersion cooling, especially with the new Energy Efficiency Act adding sustained pressure on existing data capacities in the region. We're excited to welcome Lorenz to our team to drive GRC's proven and sustainable solutions to customers."

Lorenz Ohm, Senior Account Director at GRC, said: "Building on the foundational work GRC has done in DACH and across EMEA is an exciting prospect. Empowering data centre operators and enterprises in-region, in addition to space-conscious colocation providers, with a ready-for-market, trusted immersion cooling solution is my top priority. Energy sovereignty, security and supply constraints in the German market are particularly pointed at the moment, and in many regions, costs are out of control. Employing more efficient heating technology such as

immersion cooling is vital for the data centre industry and the global companies that rely on facilities.”

GRC's commitment to sustainable, efficient data centre immersion cooling is reflected in this addition to its EMEA team, which aligns with an increasing demand for greener decisions in the industry. Rising server energy consumption, electricity costs, ESG policies, and regulatory scrutiny are all countered by liquid immersion cooling.

About GRC

GRC is The Immersion Cooling Authority®. The company's patented immersion cooling technology radically simplifies the deployment of data centre cooling infrastructure. By eliminating the need for chillers, CRACs, air handlers, humidity controls, and other conventional cooling components, enterprises reduce their data centre design, build, energy, and maintenance costs.

GRC's solutions are deployed in twenty-two countries and are ideal for next-gen applications platforms, including artificial intelligence, blockchain, HPC, 5G, and other edge computing and core applications. Their systems are environmentally resilient, sustainable, and space-saving, making it possible to deploy them in virtually any location with minimal lead time.

Please visit grcooling.com for more information.

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