

# **IO Names Aaron Peterson as Senior Vice President, Product Management - IO**



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IO, the leading provider of next-generation modular data center technology and services, today announced the appointment of Aaron Peterson as Senior Vice President, Product Management. Mr. Peterson is responsible for IO's product strategy including product planning, roadmap development, requirements architecture and product launch execution.

With more than 20 years in executive enterprise technology positions, Mr. Peterson joined IO from IBM Corporation, where he served as a leader in software technical sales. Previously, he was in technical product development and sales at Initiate Systems, which was acquired by IBM, and held technical leadership positions at Acxiom and Accenture.

"The Data Center is now an IT product; comprised of IO.Anywhere™ modules and the IO.OS® data center operating system," said George Slessman, CEO, IO, "Aaron's extensive technology experience and leadership will continue this transformation and the adoption of Data Center 2.0 by every enterprise consumers of IT in the world."

IO.Anywhere modular data centers provide enterprise data center infrastructure that can be rapidly deployed to customers anywhere in the world. IO.Anywhere includes the world's first secure data center infrastructure operating system, IO.OS, which provides the intelligent control needed to maximize utilization, resiliency and energy efficiency. The data center technology enables organizations to securely optimize their data center infrastructure enterprise IT, green data centers, cloud computing, big data, DCIM and High Performance Computing.

"IO has strategically aligned its products and services with the demanding enterprise infrastructure needs of the global marketplace, and developed the premier modular technology solution," said Mr. Peterson. "We are committed to continuing to set the industry standard by delivering IO.OS optimized, IO.Anywhere modular data centers that increase performance, minimize capital expenditure, decrease operating costs and delivery agile IT."

### About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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