



For Immediate Release

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GRC Continues Expansion of Executive Team with Appointment of Director of Strategic Alliances

Former Dell sales enablement leader, Tim Banks will be responsible for creating strategy and executing plans for key relationships, while laying the foundation for a team of partnership development professionals

AUSTIN, TX – January 26, 2021 — [GRC \(Green Revolution Cooling\)](#), the leader in single-phase [immersion cooling for data centers](#), today announced the appointment of Tim Banks to the role of Director of Strategic Alliances, where he will bring to GRC his well-established record of developing channel partner programs, vertical marketing strategies, and sales enablement training.

Banks brings more than a decade of experience as a sales leader, most recently as enterprise sales enablement manager at Dell Technologies, preceded by a successful stint at HPE.

“With the increased demand in data center liquid immersion cooling coupled with unlimited partnership opportunities, Tim’s breadth of experience in partnership development will help ensure GRC’s successful alliances throughout the data center industry, and we are thrilled to welcome him to the team,” said Jim Weynand, CRO of GRC. “Tim’s demonstrated success developing go-to-market initiatives and supporting partners and sales perfectly positions him to for this new role and building our partner ecosystem as we challenge the legacy orthodoxy of the data center industry.”

In his role, Banks will be responsible for identifying and supporting key alliance and partnership opportunities, creating strategy, and executing the plan for expanding GRC’s relationships with key technology partners, including OEM server manufacturers and data center infrastructure providers.

“I look forward to maximizing my experience in strategic alliances to contribute to the rapid growth and development of GRC,” said Tim Banks, Director of Strategic Alliances, GRC. “I’m thrilled to join the GRC team as it continues to meet the demand of more efficient cooling technologies while providing solutions for high-density computing environments.”

Today’s announcement follows this [month’s appointment of GRC’s new Vice President of Operations and Chief Product Officer](#) and is a prelude to further company expansion and rollout of new data center liquid immersion cooling products.

About GRC

GRC is The Immersion Cooling Authority®. The company's patented immersion-cooling technology radically simplifies deployment of data center cooling infrastructure. By eliminating the need for chillers, CRACs, air handlers, humidity controls, and other conventional cooling components, enterprises reduce their data center design, build, energy, and maintenance costs. GRC's solutions are deployed in eighteen 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. Visit <http://grcooling.com> for more information.