



For Immediate Release

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Former Hewlett Packard Enterprise Engineering Program Manager Joins the Leading Provider of Data Center Liquid Immersion Cooling as Solutions Architect

Mike Montez joins Green Revolution Cooling during a critical time of growth to support technical responses to RFI/RFPs and conduct solution presentations in conjunction with partners' sales teams

AUSTIN, TX – August 4, 2021 – [GRC](#) (Green Revolution Cooling), the leader in single-phase liquid [immersion cooling for data centers](#), today announced the appointment of Mike Montez to the role of Solutions Architect for Strategic Alliances. GRC will benefit from Montez's more than thirty years at Hewlett Packard Enterprise (HPE) as a solutions architect and systems engineer where he developed a proven track record of leading engineering sales teams.

Montez is a dynamic industry expert with in-depth experience in sales, engineering, and presales engineering support. Prior to HPE, he had five years of experience with various reseller channels in sales and pre- and post-sales support, where he developed a strong understanding of product development and go-to-market strategies.

In his role as Solutions Architect, Montez will be responsible for engaging with GRC's Strategic Alliance Partners, their customers and internal staff to facilitate the migration of customer data center environments from traditional air cooling to liquid immersion cooling. Additionally, Montez will work with Strategic Alliance Partners to train, identify, qualify and close new sales opportunities.

"We are thrilled that Mike Montez is joining GRC at this critical time of growth," said James Weynand, CRO of GRC. "Mike's breadth of experience as an engineer and sales specialist will help us strengthen our partnerships within the data center industry, further positioning liquid immersion cooling as the ideal alternative to air-cooled data centers and those requiring high-density deployments."

At HPE, Montez worked as the liaison between customers, sales teams, and engineering resources, and facilitated development of their OEM business strategy. During his tenure, Montez's roles in the organization included OEM Sales Specialist, Blade Sales Specialist, Systems Engineer, and Solutions Architect.

"I am excited to be joining GRC; and am looking forward to helping implement their solutions throughout data centers across the globe." said Mike Montez. "I have the skills needed to be

able to connect with GRC's Strategic Alliance Partners to continue solving the problem of energy consumption in data centers.”

Throughout the month of August, GRC, along with Dell, Intel, Vertiv and Mission Critical magazine, is spearheading [Liquid Immersion Cooling Awareness Month](https://grcooling.com/licawareness). The initiative will increase awareness in the data center community of immersion cooling and its advantages over air-cooled facilities, highlighting the technology's ability to dramatically reduce the energy consumption of today's data centers while enabling deployment of ever-increasing densities. GRC and its partners will conduct educational sessions with end users, server manufacturers, and other data center stakeholders to discuss the efficiencies, sustainability benefits, and CapEx/OpEx savings enabled by liquid immersion cooling. For more information, please visit <https://grcooling.com/licawareness>.

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 twenty 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.

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