



Byrne Murphy

DigiPlex Founder & Chairman

Byrne has thirty years' experience in international development and has been integrally involved in DigiPlex's growth since he founded it in 2001.

The defining theme of all Byrne's work has been ground-breaking innovation. For the past twenty-five years Byrne has focused on innovation by importing and implanting three relatively new American concepts into Europe. The concepts included outlet centres (McArthurGlen), private residence clubs (Palazzo Tornabuoni) and data centres (DigiPlex). In each case Byrne's company was either the very first or one of the first to implant the idea in Europe, prove the concept, and then roll it out.

Byrne was co-founder of McArthurGlen, the developer/owner of the first designer outlet centres in Europe. During Byrne's tenure, McArthurGlen projects were launched in eight countries, eventually creating billions of dollars in asset value and creating over 10,000 jobs. Palazzo Tornabuoni, Europe's first private residential club, was created through the restoration of

a magnificent 15th century Medici palace in the heart of Florence. Byrne partnered with Fingen Group of Florence on this venture, the same partner with whom he developed outlet centres in Italy.

Upon the Internet's arrival in Europe, Byrne launched DigiPlex, the company created to design, own and operate data centres. Eventually focusing on the strategically important Nordic countries, a region which is globally recognized for its low cost and renewable energy sources. DigiPlex became the largest operator in the Nordics, and in the process, established itself as one of the most innovative operators anywhere (see over in Honors & Awards: DigiPlex). (Feature stories: The New York Times; Le Figaro; La Tribune; Financial Times, The Times of London; Wall Street Journal; Finansavisen, Dagens Naeringsliv, DI Digital, Computer Sweden, Veckans Affärer.)

Honours & Awards Byrne Murphy.

The results of Byrne's focus on 'Innovation' has led to a number of awards throughout his career. His most recent being, the honour of **"Global Financial Leader of the Year – Finvest."**

Other recent recognition, includes the 2016 **"Data Industry Achievement Award"** by BroadGroup, for his outstanding individual contribution to the data centre industry. In July 2017, Data Economy magazine selected Byrne as one of the **"Top 50 Influencers in the Data Centre Industry"**. In their Data Economy EMEA 50: The Top Influencers in Data Centres, Cloud and Data in 2017, that same month, InsightsSuccess magazine featured Byrne as the cover story for DigiPlex being selected as **"The Leader for Innovative & Sustainable Data Centres"**. In January 2018, Byrne was named by Data Economy magazine as one of the world's **"Top 25 Finance and Investment Movers and Shakers"** in the Data Centres and Cloud Sector. Most recently, in February 2018, InsightsSuccess magazine named Byrne as one of **"The 30 Most Inspiring Entrepreneurs of 2018"**.

In 2010 the Urban Land Institute recognized the Palazzo Tornabuoni re-development in Florence, Italy, by awarding it the **"ULI 2010 Global Award of Excellence"**. Palazzo Tornabuoni is a full city block (17,000m²) mixed-use project featuring Europe's first Private Residence Club, luxury retailers, offices and restaurants. Harvard Business School published a case study on Palazzo Tornabuoni in 2016.

Byrne is also the author of the book "Le Deal", published by St. Martin's Press in 2008, for which he won the **"Gold Medal Axiom Award for Best Memoir, 2008"**.

Byrne graduated Cum Laude from Harvard College and received his MBA from University of Virginia.

Honors & Awards DigiPlex.

DigiPlex has been the recipient of many of the industry's top accolades. Most recently, it was awarded **"Data Centre Operations Team of the Year - Colo + Cloud"** at the 2017 DCD Awards, which capped off a year of significant wins.

InsightSuccess magazine selected DigiPlex as its cover story for the world's **"10 Best Performing Data Centre Solutions Providers 2017"** in their August 2017 issue. Its position as a Nordic leader in its field was reinforced by winning **"Data Centre Above And Beyond Award 2017"** by BroadGroup in June, 2017. In May of that year, DigiPlex won the **"Outstanding Big Data Management Solution Award"** at the annual Big Data and IoT Excellence Awards in London, hosted by Computing magazine. Just one month prior to that award, DigiPlex was included among the **"20 Most Promising Data Centre Solution Providers 2017"** by CIOReview, selected by a jury of professionals hailing from Silicon Valley companies. In 2016 DigiPlex won the **"Critical Environment Future Thinking Award"** at the EMEA DCD Awards and **"Most Innovative Energy Solution Award"** with BroadGroup.