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Data Center Reviews Appoints Scott Larsen as President and Chief Operating Officer

TUCSON, AZ | January 16, 2026 — Data Center Reviews, the fast-growing, community-driven authority in digital infrastructure, today announced the appointment of **Scott Larsen** as President and Chief Operating Officer.



Larsen joins Data Center Reviews at a pivotal stage in the company's growth. In under four months, Data Center Reviews has become one of the most engaged digital infrastructure media brands in the industry, surpassing 3,200 highly concentrated followers, achieving engagement rates as high as 18 percent, and ranking among the top industry voices on LinkedIn by interaction volume despite being the newest entrant in the category.

Data Center Reviews has differentiated itself by prioritizing transparent dialogue, people-first storytelling, and measurable engagement rather than paid amplification. The

platform has become a trusted forum where operators, buyers, engineers, policymakers, and community leaders actively participate in shaping the conversation around digital infrastructure.

“Scott brings exactly the kind of leadership this next phase demands,” said **Joe Wells**, Founder and Chief Executive Officer of Data Center Reviews. “He has spent more than two decades working across the data center ecosystem as an operator, advisor, strategist, and executive leader. He understands that trust is built through transparency, consistency, and real engagement. Scott has a proven ability to align strategy, operations, and community, and he will help scale Data Center Reviews without compromising what makes it credible.”

As President and Chief Operating Officer, Larsen will oversee operations, partnerships, and platform scalability, working closely with the executive team to accelerate growth across content, events, job marketplaces, and emerging digital infrastructure intelligence initiatives.

“After more than twenty years working in and around data centers as a customer, a partner, and a strategist, joining Data Center Reviews feels like a natural extension of my career,” said Larsen. “I have seen how difficult it can be for operators, buyers, and community leaders to access trusted, transparent insight in an industry long shaped by legacy media voices.

“What drew me to Data Center Reviews is its vision to become the world’s most trusted, transparent, and community-driven authority in digital infrastructure. Not as another media outlet, but as a people-first platform where real conversations happen, expertise is shared

openly, and the industry can move forward together. I am excited to help expand what Data Center Reviews has already built by strengthening the community, deepening the dialogue, and scaling a platform worthy of the people and infrastructure powering our digital world.”

Larsen noted that the strength of Data Center Reviews lies in how it serves the full digital infrastructure ecosystem, from site selectors and operators to vendors, workforce leaders, infrastructure customers, investors, and the communities hosting critical facilities.

“Data Center Reviews succeeds because it focuses on people and relationships, not transactions,” Larsen said. “The platform does not sell attention or shape narratives behind closed doors. Credibility is earned through participation and consistency. When the entire ecosystem can see, engage, and contribute, better decisions follow for buyers, operators, and communities alike.”

Background

Scott Larsen brings more than two decades of experience across the data center and digital infrastructure ecosystem, serving in executive, advisory, and technology leadership roles spanning enterprise, public sector, and growth-stage organizations. His background also includes leading technical and operational production for large-scale, national events, where reliability, coordination, and execution are critical. Across these roles, Larsen has focused on helping organizations navigate complex infrastructure and technology decisions with clarity, accountability, and long-term perspective.

Outside of his professional work, Scott Larsen is deeply committed to causes and communities close to his heart. He leads the Ice The Pain Foundation, a nonprofit dedicated to supporting individuals and families affected by Complex Regional Pain Syndrome, and when he is not working, Scott can usually be found on the ice playing hockey, on the golf course, or sailing whenever possible with what he affectionately calls a band of misfits. These pursuits reflect his belief that resilience, teamwork, and shared experience matter just as much outside the office as they do within it.

About Data Center Reviews

With its foundation firmly established, Data Center Reviews is evolving beyond media into a platform designed to support decision-making across digital infrastructure. Through its **Signal Catalyst** engine, Data Center Reviews converts real-world engagement, market participation, and industry dialogue into actionable insight. The forthcoming **Infrastructure Navigator** will enable buyers, operators, and partners to discover, evaluate, and connect through trusted signals rather than static listings.

These digital capabilities are complemented by in-person experiences, including **Infinity Connect** regional events that foster community relationships and the **Infinity Summit**, Data Center Reviews’ national gathering designed to unite leaders shaping the future of

digital infrastructure. Together, the platform, data signals, and events form an integrated ecosystem that aligns insight, relationships, and momentum.

If you need further information please contact engagement@datacenterreviews.com

Industry Engagement

Data Center Reviews will be on site at the **Pacific Telecommunications Council** conference in **Honolulu** from January 18 to 23, with Chief Executive Officer Joe Wells and President and Chief Operating Officer Scott Larsen in attendance.

The Pacific Telecommunications Council convenes global leaders shaping connectivity, infrastructure, and digital transformation, making it a natural venue for Data Center Reviews to engage with operators, partners, investors, and policymakers. During the event, Wells and Larsen will meet with industry leaders, continue conversations originating within the Data Center Reviews community, and deepen relationships across the digital infrastructure ecosystem.

For information on the PTC26 event, visit <https://www.ptc.org/ptc26/>