

# Lorraine Swicicki

## VP, Service Delivery & Customer Success



## EMPLOYEE SPOTLIGHT

### Can you tell us a little bit about your background?

I've been with Aligned since March of 2022. A little bit about my background, I started off in Financial Services, working for a very conservative mutual fund company in Customer Support and Sales Operations. From there, I moved on to CNBC and worked on the IT and the website support side.

In 2003, I was recruited by a very small data center provider based in New York, which is originally where I'm from. They asked me to come onboard to help them to set up their network operation and their service desk which ended up introducing me to the data center world. It was very much in the infancy of the industry and significantly different than it is now. That company got bought by one of our competitors, and at the time we had 140 employees and a handful of data centers. In the 15 years I was with that company, we grew to over 700 employees, 25 data centers, which meant supporting almost 2,000 customers. I've now been in the data center industry for 20 years and have ended up growing and learning a lot about how to scale and how to make sure that we have outstanding and world class customer support.

### How did you come to be at Aligned, and what drew you to the company?

Aligned's reputation within the industry is phenomenal. I have worked with several members of the leadership team at prior data center providers. It's important to me that we have great leaders, who have a strategic vision for how we take the current set of circumstances and continue to grow and expand at such an exponential rate.

The culture of a company is very important, and as I met other folks that I would be working with at Aligned, it reinforced my gut feeling that Aligned is a great place to be, as this company is skyrocketing forward with opportunity.

### What are some initiatives you're working on?

I wanted to build on the great customer support that the team has established. Some of our upcoming initiatives aim to tap further into the voice of the customer and gain a greater understanding of what our customers want, how they want us to better support them and be a partner that will help them meet and exceed their business goals and objectives.

## What advice do you have for women working to grow their careers in a male dominated industry?

In 2003, I would look around and be the only woman sitting in a conference room with male counterparts. What I've learned over the years is that you must be confident that the skills and experiences you bring to the table will truly contribute to whatever initiative or project you're working on. You have a right to be in that room, and most importantly, think of every day as a learning experience. If you have a true curiosity the folks around you will pull you in, allowing you to grow in areas that you might not have the experience in.

I've had several male mentors and leaders throughout my career who have believed in the talents that I've had and my ability to contribute.

I would also say to look around the room, find a mentor, whether it's a female leader, a male leader, or someone in another department that you are interested in learning about and have a conversation on how you can grow, expand and contribute with what talent you bring to the table. I've seen a tremendous growth in women in the industry.

In addition, we are seeing a lot of folks from the Armed Forces join the industry and I think it's wonderful! I believe they are being encouraged to collaborate and learn, grow, and expand in this business because we will always need people with different perspectives.



## What are you passionate about?

I used to competitively figure skate. A lot of people have no idea that throughout my elementary school, my middle school, and beginning of high school, that was my world. It was skating lessons and spending weekends on the ice at 5am, I loved that. The discipline and the commitment that it took to be able to learn, grow, and progress in that sport was exciting and so much fun for me.

Unfortunately, I started probably a little later and didn't make it to the Olympics, but I still look back fondly on those times. I am also passionate about dog and animal rescue, and I volunteer a lot of time with some of the local groups in the Georgia area, fostering and rescuing dogs in particular.

My life goal is to open a senior dog rescue camp when I retire (or win the lottery, whichever comes first). That would be so fulfilling to me. It's harder to place senior dogs and help get them rescued and adopted by families, but they have so much to give. They are so thankful, and they are such a joy because of their unconditional love and their ability to enhance and improve your family. We'll see what happens. Probably more retirement than winning the lottery, but that's my goal!

