July 14, 2025

Equinix Appoints Shane Paladin as Chief Customer and Revenue Officer

SAP Veteran to Join the World's Digital Infrastructure Company®, Strengthening Global Go-to-Market Leadership

REDWOOD CITY, Calif., July 14, 2025 /PRNewswire/ -- Equinix, Inc. (Nasdaq: EQIX), the world's digital infrastructure company, today announced the appointment of Shane Paladin as Executive Vice President and Chief Customer and Revenue Officer (CCRO), effective immediately. With more than 20 years of global experience in go-to-market motions and partnering with product organizations, Paladin joins Equinix as the company continues its journey in delivering the digital infrastructure, data center footprint and interconnected ecosystems that enable customers to deliver the innovations that enrich our work, life and planet.

"Shane has an exceptional track record in leadership roles across numerous sales and service organisations, as well as in serving at the chief-executive level," said Adaire Fox-Martin, Chief Executive Officer and President, Equinix. "He is uniquely qualified to build upon the trusted relationships our customers expect, ensuring they have a frictionless experience that delivers ongoing value with the right level of support when and where they need it."

In the role of CCRO, Paladin leads the company's entire customer experience and overall go-to-market strategy. This includes Sales, Marketing, Customer Care and Experience, and Revenue Operations. Additionally, he oversees key account relationships and channel partnerships, as well as the leveraging of data, analytics and AI to optimize revenue-generating activities. Paladin will serve on the Equinix Global Executive Leadership Team, reporting to Equinix CEO and President Adaire Fox-Martin.

"For over 25 years, Equinix has been a critical component of its customers' success through a deep understanding of their industries and their business needs," said Paladin. "I'm excited to build on this foundation and Equinix's role as a trusted advisor, helping customers shorten the path in delivering seamless digital experiences and cutting-edge AI—quickly, easily and ubiquitously."

Paladin brings extensive experience in leading scaled organizations through transformation and change. He served for more than 11 years on two tours at SAP in a variety of customer-focused, services and international roles, including: President, Services; EVP Sales, Services; COO Greater China; and Managing Director, Hong Kong and Macau. In his most recent role at SAP, he was responsible for driving strategy, execution, customer success and growth across SAP's global services business, leading the transformation of the organization and the streamlining of the experience for SAP customers.

Most recently, Paladin served as CEO of Siteimprove, a multinational Software as a Service company that creates cloud-based tools and services for website governance and optimization. He has also served in leadership roles at SignalFx, Ayasdi and FocusFrame, as well as in advisory or board roles at Nordic Capital, SmartRent, and Board International.

He is a United States Army veteran and received his master's degree in Strategy and Innovation at the University of Oxford.

About Equinix
Equinix, Inc. (Nasdaq: EQIX) shortens the path to boundless connectivity anywhere in the world. Its digital infrastructure, data center footprint and interconnected ecosystems empower innovations that enhance our work, life and planet. Equinix connects economies, countries, organizations and communities, delivering seamless digital experiences and cutting-edge AI—quickly, efficiently and everywhere.

Forward-Looking Statements
This press release contains forward-looking statements that involve risks and uncertainties. Actual results may differ materially from expectations discussed in such forward-looking statements. Factors that might cause such differences include, but are not limited to, risks to our business and operating results related to the current inflationary environment; foreign currency exchange rate fluctuations; stock price fluctuations; availability of power, increased costs to procure power and the general volatility in the global energy market; the challenges of acquiring, operating and constructing IBX® and xScale® data centers and developing, deploying and delivering Equinix products and solutions; delays related to the closing of any planned acquisitions subject to closing conditions; unanticipated costs or difficulties relating to the integration of companies we have acquired or will acquire into Equinix; a failure to receive significant revenues from customers in recently built out or acquired data centers; failure to complete any financing arrangements contemplated from time to time; competition from existing and new competitors; the ability to generate sufficient cash flow or otherwise obtain funds to repay new or outstanding indebtedness; the loss or decline in business from our key customers; risks related to our taxation as a REIT; risks related to regulatory inquiries or litigation; and other risks described from time to time in Equinix filings with the Securities and Exchange Commission. In particular, see recent and upcoming Equinix quarterly and annual reports filed with the Securities and Exchange Commission, copies of which are available upon request from Equinix. Equinix does not assume any obligation to update the forward-looking information contained in this press release.

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