



## Former Cisco Executive Simon Aspinall Joins Virtustream as Chief Marketing Officer

**San Francisco — January 17, 2012**—[Virtustream, Inc.](#), a leading cloud solutions provider, today announced that Simon Aspinall joined the executive team as chief marketing officer. Aspinall brings extensive high tech marketing and business development experience to Virtustream having spent more than a decade at Cisco Systems, Inc., a cloud innovator and worldwide leader in networking. Aspinall will drive strategic marketing initiatives as the company further expands its xStream [cloud solution product suite](#), including the xStream Software Infrastructure-as-a-Service (SlaaS) offering and the launch of a trusted cloud exchange that will enable enterprise-class cloud federation, using Virtustream’s patented Infrastructure Unit (IU) as a standard unit of cloud currency.

Aspinall most recently led Cisco’s global marketing teams for Cloud, Service Provider Data Center and Mobile solutions, where he created, developed and executed marketing strategies and campaigns helping the businesses grow to over a billion dollars in revenue. As the marketing lead and co-architect for Cisco CloudVerse<sup>®</sup>, Aspinall’s cloud expertise will further augment Virtustream’s solutions for enterprise private cloud, hybrid cloud and cloud exchanges. During his decade at Cisco, Aspinall has also led both business development and sales teams in Europe, the United States and Asia.

“Simon understands the revolutionary nature of what Virtustream is accomplishing,” said [Rodney Rogers, chairman and chief executive officer, Virtustream](#). “His expertise in creating marketing strategies for complex technology offerings is critical to our 2012 strategy as we continue to enhance the capability of the xStream cloud platform and develop new solutions for enterprise and service provider customers.”

Aspinall’s appointment as chief marketing officer follows a year of strong growth for Virtustream; the company opened four new offices in 2011, expanded its executive team with industry leaders, and recently acquired the cloud software company, Enomaly, to enhance its xStream cloud solutions and ecosystem. Aspinall will lead Virtustream’s Silicon Valley Office in San Francisco.

### About Virtustream

Virtustream ([www.virtustream.com](http://www.virtustream.com)) is a leading cloud innovator delivering next-generation cloud solutions for enterprise, government and service providers. Virtustream simplifies the move to the cloud - whether private, public or hybrid - delivering the full economic benefits of the cloud. We leverage our secure high performance platform, [xStream](#), to deliver highly available, highly elastic cloud capabilities at true consumption-based pricing. Virtustream offers customers [Cloud Advisory Services](#), providing expertise to accelerate cloud adoption, simplify migration and design business-grade cloud architectures. Virtustream offers customers a choice of [Cloud Platform Services](#): a business class cloud from your own data center with [xStream](#); Virtustream [Cloud Cover](#) provides a managed cloud service,

offering the full range of core cloud/DC infrastructure through to enterprise applications; and, Virtustream [Cloud Staging and Networks](#) provides colocation, security and network services. Virtustream owns and operates its own data centers in the U.S. and U.K., operates an international Cloud Exchange, and has offices in New York, Washington D.C., San Francisco, Atlanta, London and Dublin. Keep tabs on us with Twitter: [www.twitter.com/rjrogers87](http://www.twitter.com/rjrogers87) , [www.twitter.com/saspinall](http://www.twitter.com/saspinall) and [www.twitter.com/Virtustream](http://www.twitter.com/Virtustream).

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**Media Contacts:**

Lisa Desmond  
Virtustream, Inc.  
(615) 368.7325  
[lisa.desmond@virtustream.com](mailto:lisa.desmond@virtustream.com)

Mercedes Carrasco  
Schwartz MSL  
(781) 684.0770  
[virtustream@schwartzmsl.com](mailto:virtustream@schwartzmsl.com)