

Senh Hoi Ung - CV: ICT & Data Centre Engineering Management (as of 2026-09-08)

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Professional Summary

Over 20 years in IT and infrastructure, 10 of them designing and delivering ICT infrastructure for data centres, labs, offices, hotels, shopping malls and other intelligent buildings. For most of the last decade I was managing the work rather than doing the heavy lifting: by 2022 my role at Canonical (Ubuntu Linux) was formally written as 10% Data Centre Manager, 40% IT Procurement Manager, 50% Infrastructure Architect, and I ran the estate on my own for about three years. Qualified project manager, was PMP certified (PMI, 2023), across agile, waterfall and hybrid.

I cover the run from feasibility onwards. The strategy is client's upper management's call; I confirm whether it is feasible and cost it out. A lot of it is option comparisons, and that is actually the larger piece of work: cost models across the design options so client's have sufficient information, facts and figures to help make decisive calls quickly. Then design management and ICT design, procurement and commercial, delivery and programme control, then handover and operations. Strategic contingency planning is the part I am best at: spotting which phase, stage or item is most at risk of becoming a blocker before it does. Not theory that doesn't work in real life, or unnecessary paperwork. Getting the work done, where it matters most.

I am also a power user of AI Claude Code and build my own workflow, so the reporting, cost modelling and documentation around a programme get done faster. The tool is not the job. The delivery is.

Work Experience

HOIBOY AI LTD - Founder

London, UK - Nov 2024 to Present

- Run my own company delivering ICT consultancy and AI-assisted software and workflow builds.
- ICT consultancy in partnership with Jolyn Pek, a corporate real estate consultant and client representative in Singapore working across APAC. She covers the property and programme side, I cover the technology side, integrated and delivered together. Joint scope: strategy and feasibility, design management and ICT design, procurement and commercial, delivery and programme control, handover and operations.
- Built and open-sourced SST3, a multi-agent AI harness that runs my own delivery workflow, and shipped production software with it. github.com/hoiung/sst3-ai-harness

Canonical (Ubuntu Linux) - Data Centre Engineer

London, UK - Oct 2016 to Nov 2024 | Remote, with international travel

Role scope by 2022, as formally amended: **10% Data Centre Manager, 40% IT Procurement Manager, 50% Infrastructure Architect**. Described as senior lead. Ran the data centre estate solo for approximately three years.

Management & delivery - Project leader for 15+ global data centre, lab and office builds, moves and shutdowns across London, Boston, Taipei, Bratislava and Redhill: planning, procurement, logistics, installation and handover. - Owned data centre lifecycle management, asset registry, standardised procedures and documentation, remote hands work instructions that let contractors execute without error, and stakeholder communication for planned and ad hoc maintenance. - Built cost models for multiple design scenarios so the Technical Architect and Director could select the most cost-effective option.

Procurement & commercial - Owned purchasing end to end: specifications, RFQ / RFP / RFI, quote negotiation, bid review, PO generation, contract renewals, rate benchmarking, supply chain risk, and budgeting and forecasting input. - Maintained 189+ approved Purchase Orders in 2020 totalling \$4.4M, and \$2.6M in 2021. - Delivered up to \$1.25M in annual savings across a 15 PO sample. Cut a London colocation rate from \$599 to \$285 per kW, saving \$269,263 per year. Cut the Redhill renewal by 64% and secured additional 10Gbps internet transit at 25% below standard pricing.

Team & capability - Trained and mentored 5 junior global support engineers on IT and AV for large sprint events; the team reached full autonomy within a year and then trained its own new members. Also trained a US-based data centre engineer and two Taipei engineers in ICT design. - Handed procurement, invoice and PO process ownership to a colleague who became IS Commercial Lead. Integrated external contractors into internal processes during the Boston build.

Recognition: 8 awards for cost saving, project delivery, teamwork and attention to detail.

TANTUNG LTD - Co-Founder

London, UK - Jun 2016 to Dec 2022 | Concurrent with Canonical (Ubuntu Linux)

- Co-founded an international dance school and events business, managing a team of 15 across multiple countries.
- Ran 20+ major international events with a distributed team: venue and supplier contracting, logistics, budgets, staffing and on-site delivery. Grew annual revenue 35% and enrolment 25%.

- Designed portable, modular AV systems that saved tens of thousands per event. Built the largest Brazilian Zouk community online, still the largest today.

Hurley Palmer Flatt - ICT Designer

London, UK - Apr 2015 to Sep 2016 | On-site

- Detailed ICT design, calculations, tender documents, specifications and drawings to industry and manufacturer standards.
- Structured cabling specifications with LAN IP integration: VoIP, CCTV, door access, BMS, intercoms, home automation, metering, energy and lift management.
- Equipment room planning (main, secondary, telecoms) in 2D Visio and 3D SketchUp; carrier utility diversion, incoming services, satellite farm and riser distribution.
- Site snagging, witness testing and QA procedures across all projects. Named projects include the Mandarin Oriental Hotel, Mayfair.

Earlier Career

- Hong Kong Takeaway - Owner** | Birmingham, UK | Oct 2010 to Oct 2014. Took the family catering business from near bankruptcy to profit in four years, then sold it. Operations, supply chain, team and P&L.
- EASTERNDIRECT BUSINESS LTD - Co-Founder** | 2009 to 2011. LED import and export; manufacturer relationships in South China.
- ARCH Business Ventures Ltd - Co-Founder** | London, UK | Jul 2007 to Jan 2009. Design and print business. Built the IT infrastructure on open source; ran project management, procurement and litho outsourcing partnerships.
- SunGard Availability Services - System Administrator** | London, UK | Aug 2005 to Jul 2007. Ran two disaster recovery sites and one data centre. Team Spirit Award 2006/7.

Selected Projects at Canonical (Ubuntu Linux)

Project	Scope	Outcome
Prodstack 5, IL3 London DC (9 months)	OpenStack cloud rollout. Physical design, procurement, rollout coordination	Negotiated per kW from \$599 to \$285, saving \$269,263/year. Built a staged power commit model for the negotiation
Prodstack 6, Boston DC	\$2M+. DC sourcing and comparison across US and Canada, hardware vendor evaluation, design and rollout end to end	Most cost-effective site selected; external contractor team integrated into internal process
3FP Renewal, Redhill DC (4 months)	Contract renewal and transit procurement under a hard deadline	Costs cut 64%; two new 10Gbps transits at 25% below standard pricing, live before the existing links expired
Taipei Eongher Labs 3, 4, 5, 6 (11+ months)	\$1.5M+. Multi-room lab build with continuous iteration alongside the Certification team	Rule-based frame type groups by device density for repeatability and scale
Others: Prodstack 7, Taipei Min Sheng Office, Bratislava Office, two London office builds and moves, the Taipei HD Data Centre cost analysis, and a Google Meet hardware rollout across Asia.		

Education

- Kingston University** - BSc (Hons) Computer Science (Network Communications), London - 2001 to 2004
- JBC Professional Computer Training** - City & Guilds Diploma, ICT Systems & PC Connectivity, graded ICT Practitioners: A+ and N+ (Network+) - 2005

Certifications & Training

- Coaching & Mentoring - The Knowledge Academy (2025)
- Python Programming - The Knowledge Academy (2025)
- PMI Project Management Professional (PMP) - The Knowledge Academy (2023)
- Copper & Fibre Optic Structured Cabling - Connectix Cabling Systems (2016)
- City & Guilds A+ and N+ (Network+) - JBC Professional Computer Training (2005)
- Trained, not certified (2005): CNA, CCNA, MCSA, MCP, MCSE

Skills

- Data Centre:** Data Centre Management, lifecycle management, asset registry, colocation, power and cooling commit modelling, remote hands procedures, decommissioning

- **Procurement:** RFQ, RFP, RFI, contract negotiation, supplier and vendor management, rate benchmarking, budgeting, forecasting, cost modelling, supply chain risk
 - **Project & Programme:** was PMP certified (PMI, 2023), agile, waterfall, hybrid, risk and contingency planning, multi-site global delivery, stakeholder management, contractor management
 - **ICT Design:** structured cabling copper and fibre, rack and floor layout, network and switch architecture, BoM, high-level and detailed design, RIBA stages, 2D Visio, 3D SketchUp
 - **Building Services:** BMS, CCTV, VoIP, door access, AV, intercom, metering, energy and lift management converged onto IP
 - **Infrastructure & AI:** Linux, OpenStack, cloud infrastructure, servers, routers, switches; Claude Code, agentic workflows, multi-agent harness design, Python
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Hobbies & Interests

Bouldering, Brazilian Zouk dance, fishing, scuba diving, sailing and bushcraft.