Senh Hoi Ung

Technical Sales and Account Management | Data Centre, Hardware and IT Infrastructure

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Professional Summary

Over 20 years in IT and infrastructure, and for a large part of it I was the buyer: I purchased data centre space, hardware and SaaS, negotiated the contracts and ran the renewals, delivering up to $1.25M a year in savings. I have been selling for 20 years too, in my own businesses: I brought in all of the new business at my design and print company, and did all of the selling for my international dance school, where annual revenue grew 35% and enrolments 25%. Now I want to be on the other side of the table. I know how a technical buyer reads a proposal, where they push back on price and what makes them choose one supplier over another, and I can hold the technical conversation with their engineers and the commercial one with their finance people in the same meeting.

I am also a power user of AI Claude Code and build my own workflow with it for any job or task, so my work gets done faster and more efficiently. The tool is not the job. The delivery is.

Work Experience

HOIBOY AI LTD - Founder

London, UK - Nov 2024 to Present

- Two lines of work: ICT consultancy for data centres and intelligent buildings, in partnership with Jolyn Pek, a corporate real estate consultant in Singapore working across APAC; and AI-assisted software and workflow builds, including SST3, my open-source multi-agent 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.** Senior design and procurement lead. Ran the data centre estate solo for approximately three years. Eight awards for cost saving, project delivery, teamwork and attention to detail.

Buying side, end to end:

- Owned B2B purchasing for data centre space, hardware and SaaS: specifications, RFQ / RFP / RFI, quote negotiation, bid review, PO generation, contract renewals, SLA reviews, rate benchmarking and supply chain risk.
- Handled $4.4M of approved purchasing across 189+ purchase orders in 2020.
- Sold my design proposals, with their costs and options, to the stakeholders who signed them off, presenting and defending the business cases with cost models in the PO approval reviews so decision makers had the facts and figures to choose quickly.
- Identified, reached out to and coordinated internal stakeholders. Worked with a high degree of autonomy from usually ambiguous C-level project ideas, delivering under deadline pressure.
- Compared the colocation market before choosing a site: for our new London colocation site, shortlisted a dozen sites against our 100Gbps transit requirement, costed them in detail and took the final three proposals into negotiation; for Boston, led the site sourcing and comparison across Canada and the US.
- Negotiated the rate for the new London site by committing to power in stages as the site grew (worked out with the provider's sales rep), saving up to $269,263 a year against our existing London site's prices.
- Ran a data centre renewal: downsized the footprint to measured power use and renegotiated, saving up to $676,550 a year, and secured two new 10Gbps internet transit links at 25% below standard pricing.
- Brought one supplier's offer down 75% from the original quote, saving $159,000 a year.
- Managed long-term supplier relationships for mutual gain through the full cycle, from SLA review and renewal to vendor and contractor termination notices when a site closed.
- Suppliers I worked with included Global Switch, Digital Realty, Interxion, CoreSite and Markley Group for colocation; Lumen, Colt, Cogent, Zayo and Hurricane Electric for connectivity; HPE, Dell, Supermicro, Lenovo, NVIDIA and Cisco for hardware; CAE, Softcat and CDW as resellers; and Google Cloud and AWS for public cloud.

Technical delivery:

- Delivered 15+ global data centre, lab and office builds, moves and shutdowns as project leader across London, Boston, Taipei, Bratislava and Redhill: planning, procurement, logistics, installation and handover.
- OpenStack cloud builds for high-performance computing (HPC), with spine-leaf topologies across availability zones, plus traditional core, distribution and access designs. Servers, racking, structured cabling, SFPs and transceivers, and cross-connects as routine work.
- Trained and managed other in-house data centre engineers and external contractors, and trained five junior global support engineers to full autonomy within a year.

"Nothing is ever too much trouble for Hoi and he goes above and beyond at every opportunity." Claire Newman, EA Team Lead, and Sally Coome, Thank You Award, July 2019.

TANTUNG LTD - Co-Founder (all sales and business development)

Poland operations, cross-border from London - 2015 to Dec 2022 | Part-time

- International Brazilian Zouk dance school and events business with a team of 15 across several countries.
- Did 100% of the selling for over seven years: set up the community network and the funnels, gave talks in person and built rapport with the pool of potential clients, with clients travelling from as far as Australia and Hawaii to attend our programmes.
- Built the largest online community in international Brazilian Zouk, still the largest today, and ran 20+ major international events as Programme Director, working with dance instructors as event partners.

Hurley Palmer Flatt - ICT Designer

London, UK - Apr 2015 to Sep 2016

- ICT and ELV design inside a multi-disciplinary consultancy, RIBA stages 2 to 3, in the design team with the client, architects, project managers and M&E engineers. Tender documentation, site snagging and witness testing.
- Projects included the year-long refurbishment of the Mandarin Oriental Hyde Park in Knightsbridge, plus smaller projects for Egon Zehnder and M&G.

Hong Kong Takeaway - Business Owner

Birmingham, UK - Oct 2010 to Oct 2014

- Took over a family catering business close to bankruptcy, opened new sales channels (Just Eat, Hungryhouse) alongside a web and social presence, made it profitable inside four years and executed the sale.

EASTERNDIRECT BUSINESS LTD - Co-Founder

Apr 2009 to Dec 2011

- LED product import and export: pitched and built supplier relationships with manufacturers in South China, including factory visits, and ran the catalogue, marketing and SEO.

ARCH Business Ventures Ltd - Co-Founder

London, UK - Jul 2007 to Jan 2009

- Design and print business. Brought in all of the new business, pitching client branding and rebranding with multiple design proposals, won B2B contracts including Omagis Limited and Venezia Bathrooms Ltd, and tracked the clients in vTigerCRM.

SunGard Availability Services - System Administrator

London, UK - Aug 2005 to Jul 2007

- Day-to-day running of three Docklands data centre and disaster recovery sites, providing managed and colocation services to corporate financial institutions and the Metropolitan Police.

Education and Certifications

- **BSc (Hons) Computer Science (Network Communications)**, Kingston University, London, Sep 2001 to Jul 2004
- **City & Guilds A+ and N+ (Network+)**, 2005
- Was PMP certified (PMI, 2023)

Skills

- **Commercial:** new business development, contract negotiation, B2B purchasing, RFQ / RFP / RFI, bid review, business cases, rate benchmarking, supplier and vendor management, renewals, SLA review, cost modelling, budgeting and forecasting
- **Customer-facing:** stakeholder management, presenting to decision makers, technical translation for non-technical stakeholders, proposals and tender documentation, relationship building, community building
- **Technical:** data centre and colocation, space and power commercials, servers, racking, structured cabling in copper and fibre, SFPs and transceivers, cross-connects, OpenStack, HPC, spine-leaf, ICT and ELV design for intelligent buildings (BMS, CCTV, VoIP, door access, AV)
- **Tools:** vTigerCRM (client tracking), familiar with Salesforce, Claude Code, Linux, Visio, SketchUp, Jira, Trello, Asana
- **Other:** full UK driving licence, car and motorcycle

Hobbies & Interests

Brazilian Zouk dance, bouldering and lead climbing, fishing, scuba diving, sailing, wine tasting.