

Stellanor appoints data center industry veteran Howard Pheby as Chief Commercial Officer

“ 30-year industry leader brings deep market expertise to high-growth urban colocation specialist

London, UK – (March 10, 2026) – Stellanor, the UK and Nordic region’s fastest growing urban datacenter company backed by DWS, today announced the appointment of Howard Pheby as Chief Commercial Officer. Pheby brings over 30 years of datacenter industry experience across hyperscale, wholesale, and retail colocation markets spanning Europe, Middle East, Africa, and Asia Pacific.

“Howard’s appointment reflects our conviction in Stellanor’s commercial potential,” said Michael Tobin, Chair of the Board at Stellanor. “As we scale from two to ten facilities and establish the UK’s leading urban colocation platform, proven commercial leadership becomes critical. Howard brings three decades of customer relationships, market expertise, and revenue growth experience across enterprise and hyperscale segments. We see significant long-term value in combining Stellanor’s urban infrastructure capabilities with the commercial excellence needed to capture market share in a rapidly evolving sector.”

Pheby joins Stellanor from Pure Data Centres Group, where he served as Business Development Director for nearly 10 years, leading commercial strategy across the UK, Europe, and Middle East markets. His career includes senior commercial roles at Telehouse Europe (Sales Director), Rack Centre (Business Development Director for West Africa’s leading colocation provider), and COLT Telecom, where he served as Sales Director and European Business Unit Director for Data Centre Services.

“Two to ten facilities in six months tells you everything about execution capability,” said Howard Pheby, Chief Commercial Officer of Stellanor. “This

Stellanor team has extensive experience in building, integrating, and scaling datacenter platforms. I'm here to help turn that infrastructure momentum into commercial success.

Stellanor is building something different: urban colocation that serves enterprises where they actually operate, backed by institutional capital to do it at scale. That combination - proximity, capability, and financial strength - creates compelling value for customers navigating hybrid cloud strategies and AI infrastructure requirements.”

Pheby's appointment comes as Stellanor completes significant platform expansion. Following its September 2025 launch with two London facilities acquired from Colt Technology Services, the company acquired an additional eight UK datacenters from Redcentric. With 10 facilities and 36 MVA of secured grid capacity, Stellanor is establishing itself as the UK's leading urban enterprise colocation provider.

Pheby will lead all commercial functions including sales, business development, and customer success across Stellanor's UK platform.

For more information:

Karen Romer
Communications consultant
karen@fit2perform.no
+47 950 74 950

ABOUT STELLANOR

Stellanor is the UK and Nordic region's fastest-growing urban datacenter company, building the platform for a digital future that's close to the businesses and people who depend on it. Digital business doesn't just run on infrastructure - it thrives on relationships. We deliver AI-ready enterprise colocation - high-density power, advanced cooling, and robust connectivity - in urban centers where data is created and consumed. Our facilities combine infrastructure capability with expert local teams providing personal, responsive service. All facilities are powered through renewable energy procurement. Stellanor is backed by DWS Group, one of the world's most experienced infrastructure investors. Around the corner. Around the clock.

www.stellanor.com

ABOUT DWS

DWS has been investing in infrastructure since 1994 with one of the longest track records in the industry. As part of DWS's Alternatives platform, the private infrastructure business provides client solutions covering private equity infrastructure and debt and currently manages over €15 billion on behalf of its investors. Our global platform gives investors access to economic and service sectors critical to the basic functioning of local and global economies, including transformative investments in decarbonisation as well as digitalisation, and supporting demographic shifts.

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