

# 7x24 Exchange International Launches LinkedIn Presence

## For Immediate Release

**New York, NY – April 19, 2017** – 7x24 Exchange International is pleased to announce a new LinkedIn Company Page and Group which provides an online educational forum for those who design, build, operate and maintain mission-critical enterprise information infrastructures.

The Company Page provides the latest news and mission-critical information, while the Group allows members to connect with one another and share industry related content beyond 7x24 Exchange International's flagship events.

With a large percentage of 7x24 Exchange's audience on LinkedIn, and so many clamoring for information on ever-evolving mission-critical issues, the goal in hosting the Company Page and Group is to provide the mission-critical community with a trusted space to connect with peers and to ultimately help data center operators improve performance.

*"On behalf of the 7x24 Exchange Board of Directors, I am excited to announce the launch of 7x24 Exchange's LinkedIn presence. This online forum provides members and mission critical professionals with the access to relevant information, the opportunity to network with colleagues extending beyond the Spring and Fall Conferences."* said Bob Cassiliano, Chairman & CEO, 7x24 Exchange International and President & CEO, Business Information Services, Inc.

After the initial announcement via email to its constituency, the Company Page has attracted over 300 followers and the Group grew from zero to 174 members. Over time and as the word spreads, the organization is expecting more people from multiple mission-critical sectors to participate. This includes not only data centers, but those responsible for operating mission-critical facilities 24/7/365.

*"It was great to see such immediate interest and engagement in both our Company Page and LinkedIn Group. I am especially interested in the development of our LinkedIn Group. With more than 50% of the participants at managerial or higher levels there is tremendous depth of knowledge and acumen available to those in the Group to pose questions and have discussions on tough issues and trending topics."* said Juli Ierulli, Director-Marketing, Vendor Representative, 7x24 Exchange International and Marketing Communications Manager, Large Power Systems – Industry Solutions, Caterpillar.

Both the Company Page and Group are open to anyone with an interest in mission-critical operations, including students, educators, practicing professionals and industry press. Join the group today [www.7x24exchange.org/linkedin](http://www.7x24exchange.org/linkedin)

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## About 7x24 Exchange International

7x24 Exchange is the leading knowledge exchange for those who design, build, operate and maintain mission-critical enterprise information infrastructures and the primary resource for

valuable information within the mission critical industry. 7x24 Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups through conferences, membership, and the 7x24 Exchange Magazine. Founded in 1989 by a group of industry visionaries, 7x24 Exchange International has grown to include more than 400 member companies and 26 chapters. Members are as diverse as the industry itself and include firms within industries such as aerospace, energy, financial services, government, healthcare, pharmaceuticals, manufacturing, media, technology, and more. Through the expertise of its active membership, 7x24 Exchange is a leading provider of conferences enabling collaboration and knowledge sharing amongst industry professionals. 7x24 Exchange International is committed to addressing the challenges of energy efficiency and sustainability, providing continued value to member companies and conference participants and giving back through its social responsibility initiative. Additional information can be found at <http://www.7x24exchange.org>.

Contact:  
Tara Oehlmann  
(646) 486-3818 x104  
[tara@7x24exchange.org](mailto:tara@7x24exchange.org)