



PowerX announce the appointment of Charles C Green III as Non-Executive Director and Strategic Advisor

Tower industry pioneer joins PowerX to accelerate the company's innovative solutions exclusively designed to help expert tower teams

London, United Kingdom, October 2021: PowerX, the first company to bring large-scale data analytics and artificial intelligence (AI) to boost the performance of mobile towers, today announces the appointment of Charles C Green III (Chuck Green) as Director and Strategic Advisor.

Chuck Green's appointment reflects his belief that AI innovation is a vital need for the tower industry. It will help agile, highly skilled tower teams adapt to fast-changing needs, including the ever-growing demand for 4G / 5G connectivity and the requirement to manage the environmental effects of this fast-paced growth. PowerX technology helps tower teams make robust data-driven decisions faster, at scale.

Chuck has been a prominent leader in the industry, having successfully built and managed complex, large-scale tower operations globally since the inception of the industry. Chuck was founding CFO and EVP at Crown Castle International from 1997-2001, the first Tower Company established in the world and the first listed on the New York Stock Exchange. He co-founded Helios Towers Nigeria (HTN) in 2005, and was advisor and Non-Executive Director for 10 years. HTN was the first tower company in Africa and was sold to IHS Towers in 2016. In 2009, he co-founded and held the positions of CEO, then Executive Chairman for Helios Towers Africa Ltd, the pioneer of tower sale leaseback transactions in Africa, now listed on the London Stock Exchange. Chuck was a Non-Executive Director of Edotco Group for eight years following its carve-out by Axiata. Today, he continues as Senior Advisor and Non-Executive Director for Pinnacle Towers Pte Ltd (Frontier Tower Associates Philippines), a member of the Supervisory Board of Vantage Towers AG, Co-founder and Vice Chair of Amane Towers SA and Advisory Board member of Delmec Engineering Ltd, as well as strategic advisor to other digital infrastructure companies active internationally.

Chuck's international experience in the industry spans over 24 years, covering 23 tower transactions in 14 countries across four continents. He was awarded the first Lifetime Achievement Award in the industry by TowerXchange in 2016 and recognised by TowerXchange as one of the Top 20 Industry Executives in 2020.

Commenting on his appointment, Green noted: "The PowerX AI technology is a game-changer in how tower teams optimize critical operations to meet future connectivity demands head-on. I had never before seen technology that could automate tower network maintenance at scale like this," he continued, "As soon as I saw it in action, I knew it was the solution to a problem that many expert tower teams have."

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Manual tower optimization methods are neither scalable nor sustainable, particularly with 5G on the horizon. “This type of innovation is not just a luxury, it is a vital need. The industry has to embrace it fully to enable tower networks to be bigger, better, and smarter, so tower management teams can deliver even more value than they have ever done before,” said Green.

William Mitchell, Non-Executive Chairman at PowerX, said: “Chuck is a highly successful pioneer of the tower industry with a track record of building top class tower businesses that is second to none. We are excited at the complementary skills that Chuck brings to the PowerX team.”

The PowerX AI platform continuously analyzes large, complex tower data sets in real-time, helping teams of tower experts apply site-level efficiencies across their entire tower networks, in real-time, all the time.

About PowerX

PowerX, a UK-based company, brings intelligence to towers. It is the world’s first artificial intelligence (AI) platform dedicated to the Telecom industry that puts AI at the heart of day-to-day operations to boost the performance of mobile towers. With PowerX’s AI-led data-driven approach, tower operators can monitor, control and apply site-level efficiencies at scale for thousands of towers across entire networks – in real-time, all the time. PowerX is working with leading Tower companies and Mobile Operators internationally to help them harness data intelligence so they can build infrastructure resilience, optimise tower maintenance, whilst reducing costs and carbon emissions across their cell phone tower network, in a sustainable, scalable way. Find out more: powerx.ai

FOR MORE INFORMATION OR TO ARRANGE AN INTERVIEW, PLEASE CONTACT

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