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From Startup Scale to Billion-Dollar Growth: A Data Center Talent Partnership

Introduction

Our client is a data center company headquartered in Atlanta, Georgia. They develop, construct, and operate data centers for hyperscale, enterprise, AI, and developer customers worldwide. Their services include data center solutions, mission critical construction, wholesale leasing, and outsourced facility management.

TRC began partnering with this client two years ago. At the time, the company was valued around $500 million. Today, they have surpassed $1 billion. Growth at that pace creates a talent challenge most companies never have to solve.

The Challenge

Scaling from millions to billions takes the right people at every level. This client needed to build that talent engine fast, and they faced three major roadblocks.

Extreme competition for niche talent. Trillions of dollars are flowing into data center investment right now. Every hyperscaler and data center company is competing for the same specialized roles. Construction project managers and critical facilities technicians were especially hard to find. To win this talent, the client needed to reach passive candidates who weren't actively job hunting and give them a reason to make a move.

A finance function that hadn't caught up to the company's size. As construction and infrastructure scaled, so did the financial complexity behind it. Every part of the build, from wiring and servers to generators and electrical contracts, added more to track. The existing team, including the controller, was stretched thin just keeping up with accounts payable. The client needed people who understood million-dollar construction projects and GMP contracts. Those people also needed to train internal project managers on financial processes at the same time.

Rapid growth outpacing internal readiness. The company was growing fast, and its people needed to grow with it. But there was no formal training system in place to help staff keep up.

Our Solution

TRC partnered directly with the client's COO and Chief People Officer to build a talent strategy in three connected phases.

Talent strategy and sourcing. TRC helped the client tell its growth story to reach passive candidates who weren't actively searching for new roles. This approach filled specialized construction project management and critical facilities technician positions, the same roles competitors across the industry were struggling to fill.

Finance and accounting build-out. TRC went beyond filling open roles. Working alongside the VP of Finance, TRC helped create positions that didn't exist yet, including project accountants and financial analysts. Together, they built the client's entire finance department from the ground up, covering accounting, accounts payable and receivable, and payroll. Every candidate was chosen not just for technical skill, but for the ability to train and develop the project managers they'd work alongside.

Training and development. As the client's internal teams grew, TRC partnered with the VP of Training to build development programs that helped existing staff keep pace with the company's growth.

The partnership has continued to evolve alongside the client's business. TRC still supports the organization today through additional phases of growth behind the scenes.

The Results

- Company valuation grew from approximately $500 million to over $1 billion during the partnership
- Built an entire finance department from the ground up, including accounting, AP/AR, and payroll functions
- Filled highly specialized, high-demand construction and critical facilities roles in one of the most competitive talent markets in the country
- Created new positions, including project accountant and financial analyst roles, that didn't exist before the partnership
- Delivered a training and development infrastructure to support the client's internal teams through rapid growth

Key Takeaways

Passive candidates need a story, not just a job posting. In a competitive talent market, the companies that win are the ones that can show candidates their vision and culture, even candidates who aren't actively looking.

Filling roles isn't the same as building a function. A true workforce partnership means spotting the gaps that don't have a job title yet, then building the roles and structure to close them.

Growth doesn't stop at hiring. Training has to scale right alongside headcount, or new hires won't be able to keep up with the business.