

FOR IMMEDIATE RELEASE

Data Center Signals Names Porsha Martinez Chief Brand & Strategy Officer Ahead of Ai4 2026

Martinez joins the executive leadership team to guide brand strategy, market positioning, executive engagement, and company growth.

Nevada, USA — August 3, 2026 — Data Center Signals (DCS), a market intelligence and strategic engagement company serving the digital infrastructure ecosystem, today announced the appointment of Porsha Martinez as Chief Brand & Strategy Officer.

As a member of the executive leadership team, Martinez will guide the company's brand strategy, market positioning, integrated marketing, executive communications, thought leadership, and strategic engagement initiatives. She will also help align DCS's intelligence, editorial, partnership, and client programs into a unified market presence designed to strengthen recognition, deepen industry relationships, and support sustainable growth.

"Porsha brings the rare combination of strategic discipline, creative instinct, and the ability to recognize opportunities others may overlook," said Scott Larsen, President and CEO of Data Center Signals. "She understands how to connect ideas, people, and market activity in ways that move the organization forward. The official title is Chief Brand & Strategy Officer, although the team would agree that a certain amount of wizardry and magic is also part of the role."

Martinez's appointment comes as Data Center Signals prepares to cover Ai4 2026, taking place August 4–6 at The Venetian Las Vegas. Representing DCS as credentialed media, Martinez will conduct executive interviews, cover key sessions, and report on the infrastructure and commercial signals influencing the next phase of artificial intelligence deployment.

The coverage will examine the forces that determine whether AI ambitions can become operational capacity, including power availability, compute, cooling, connectivity, enterprise adoption, investment, strategic partnerships, and time-to-capacity.

"AI receives much of the attention, but infrastructure determines what can actually scale," said Martinez. "Ai4 provides an opportunity for Data Center Signals to listen across the market in real time, identify the connections behind individual announcements, and translate those signals into meaningful context for digital infrastructure leaders. It is also a strong example of how I intend to approach this role: bringing our brand, intelligence, relationships, and market strategy together to create greater value for DCS and the companies we serve."

Since beginning her work with Data Center Signals, Martinez has helped shape integrated campaigns, executive communications, client engagement programs, conference intelligence initiatives, partnership strategies, and go-to-market programs.

Her work supports the continued development and market positioning of DCS offerings including Instant Signals, which captures important themes, announcements, and commercial implications while industry events are still underway, and Signal Scale, an ongoing authority-building and visibility program for companies across the digital infrastructure ecosystem.

As part of its Ai4 coverage, DCS will launch a campaign titled:

Following the Signals Behind AI: Data Center Signals at Ai4 2026

Before, during, and after the conference, the campaign will feature executive interviews, infrastructure-focused observations, daily signal reports, and post-conference analysis examining what Ai4 reveals about the technologies, partnerships, investment decisions, and physical systems required to support AI growth.

The campaign reflects the broader Data Center Signals approach to market intelligence: looking beyond individual announcements to identify what is changing across the industry, why those changes matter, and where new risks and opportunities may be emerging.

In her role as Chief Brand & Strategy Officer, Martinez will also help define how DCS communicates its value across the market, develops strategic partnerships, strengthens executive visibility, and turns industry intelligence into actionable opportunities for the company and its clients.

Martinez brings experience across brand strategy, integrated marketing, executive communications, content development, event engagement, partnerships, and go-to-market planning. Her appointment supports the continued growth of Data Center Signals at the intersection of market intelligence, strategic communications, and digital infrastructure.

Professional Headshot:**Links:**

Data Center Signals: www.datacentersignals.com

Porsha Martinez LinkedIn: <https://www.linkedin.com/in/porsha-martinez-8b129782/>

About Data Center Signals

Data Center Signals help leaders across the digital infrastructure ecosystem understand what is changing, why it matters, and where opportunity is emerging.

Through market intelligence, strategic engagement, and brand activation, DCS turns fragmented industry activity into focused insight, stronger positioning, and sustained market visibility. Its offerings include Instant Signals, which delivers timely intelligence from conferences and market activity, and Signal Scale, an ongoing program designed to build industry authority and recognition.

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