



LEADERSHIP APPOINTMENT

DATA CENTER SIGNALS APPOINTS WILLIAM RINGS AS GENERAL COUNSEL & HEAD OF CORPORATE SERVICES

Signal intelligence company adds legal, governance and corporate operations leadership as it scales across the digital infrastructure market.

Cedar Rapids, Iowa, USA — September 30, 2026 — Data Center Signals (DCS) today announced the appointment of William Rings as General Counsel & Head of Corporate Services. Rings will lead the company's legal affairs, corporate governance, commercial contracting, and intellectual property strategy, and will oversee the corporate services that support DCS as it expands its signal intelligence, advisory, and event offerings.

Rings brings an uncommon combination of legal and engineering experience. He joins DCS from Rings Law, P.L.C., where he practiced as a corporate lawyer focused on trademark infringement matters and general corporate counsel, advising businesses on brand protection, commercial agreements, and day-to-day corporate matters.

Before entering law, Rings spent more than two years as an industrial engineer at Kohler Co. in Wisconsin, where he worked in production engineering and earned his Six Sigma Green Belt. That operational grounding — process discipline, measurement, and continuous improvement — shapes how he approaches legal and corporate work: as systems to be designed, not paperwork to be processed.

“As DCS grows, the structure behind the company has to be as reliable as the intelligence we deliver. William pairs an engineer's discipline with a corporate lawyer's judgment. He gives us the governance, contracting, and IP foundation to scale with the trust this market expects.”

— Scott Larsen, Chief Executive Officer, Data Center Signals

At DCS, Rings is responsible for protecting the company's intellectual property, including its Signals Engine and Signals Navigator platforms, structuring partner, customer, and ambassador agreements, and building the governance and operating framework that supports the company's growth.

“Every infrastructure decision eventually becomes an agreement between parties who need to trust each other. I came to law from engineering, and I still think in systems. My job is to build the corporate foundation that lets DCS move with speed and lets the market rely on what we deliver.”

— William Rings, General Counsel & Head of Corporate Services, Data Center Signals

Rings earned his Juris Doctorate from Drake University Law School, where he served on the Moot Court Board and competed on the Intellectual Property Moot Court Team. He holds a Bachelor of Science in Industrial Engineering from the University of Wisconsin–Madison.

The appointment continues a period of leadership growth at DCS, which recently named Scott Evers Chief Technology Officer and has added senior advisors including Adam Gibson and Jonathan Martone to its advisory bench.



ABOUT DATA CENTER SIGNALS

Data Center Signals (DCS) is a digital infrastructure intelligence company focused on identifying, interpreting, and packaging the market signals shaping the data center ecosystem. DCS sits at the intersection of trust, intelligence, and transaction, helping operators, providers, investors, buyers, and ecosystem partners understand where the market is moving and why it matters. Through signal intelligence, editorial analysis, advisory insight, event intelligence, and decision-support tools, DCS helps the market move beyond headlines and into clearer infrastructure understanding.

MEDIA CONTACT

Data Center Signals
MediaRequests@datacentersignals.com
888-877-2367
www.datacentersignals.com

###