

Data4 strengthens global communication strategy with appointment of Aurore Chiquot



Paris, January 8th, 2026 - [Data4](#), European leader in data centers, today announced the appointment of Aurore Chiquot as Group Head of Communication, a key role to support the group's ambitious development goals. She will lead the international communication strategy to enhance Data4's visibility at a time marked by major challenges related to the growing needs of artificial intelligence, sustainability, and sovereign infrastructures.

With more than 20 years of experience in technology communications, Aurore Chiquot brings extensive experience across computing, imaging, audio, mobile devices, robotics, artificial intelligence and emerging digital innovations. She began her career at Hewlett-Packard in communications and public relations before moving to agency roles at Publicis Group and as Associate Director of an independent agency, managing communication for brands such as Cabasse, Canon, Philips or Sagemcom. She later joined Aldebaran, the humanoid robotics pioneer acquired by SoftBank Group, where she oversaw communications across EMEA. In 2019, she was recruited by Amazon to develop awareness of Alexa and Amazon Devices & Services in France. Most recently she served as Marketing and Communications Director at Mainbot, supporting the company's international expansion.

Aurore Chiquot holds a Master's degree in International Trade and Intercultural Negotiation from Paris XI University and a MSc in Marketing and Communication from the prestigious ESCP Business School.

*"I am delighted to join Data4 to showcase the vision and expertise of this European leader, while contributing to the foundations of tomorrow's digital world," says **Aurore Chiquot, Group Head of Communication**. "In a rapidly expanding sector, at the heart of all attention, from innovation to energy, sustainability and local development, increasing the*

visibility of Data4's responsible and innovative approach is a key driver of growth for the Group."

"We are delighted to welcome Aurore Chiquot as Group Head of Communication. Her expertise in the technology sector and her understanding of digital usage will be invaluable in strengthening the Group's reputation and supporting its development," says **Jérôme Totel, Group Director of Strategy and Innovation at Data4**. "Working closely with our key stakeholders, Aurore will be responsible for defining and leading the communication strategy to showcase Data4's activities and commitments internationally."

About Data4

Data4 is a major European operator and investor in the data center market. The Group finances, designs, builds and operates its own data centers.

Data4 Group has pioneered an ultra-connected, resilient and sustainable data center campus model, with the aim of supporting its customers' digital growth over the long term by providing them with scalable and secure hosting solutions for their IT servers, ranging from a single rack to a dedicated building.

The Group is committed to a proactive approach to sustainable development through its Data4 Good program, which is based on 4 main pillars: environment, people, community and governance.

Data4 Group operates some of the most powerful data center campuses in Europe, with land and electricity reserves that are unique on the European market. Data4's data centers in France, Italy, Spain, Poland, Germany and now Greece are home to international cloud operators and major telecoms providers, as well as innovative tech companies and multinationals.

For more information: data4group.com

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