



Carbon³ IT

Rachel Booth - Director of Operations - Profile

A senior level strategist with both third sector and commercial experience, Rachel has experience of a range of industries and organisations in everything from change management, process improvement, facilitation, quality management, marketing and planning to coaching and people development.

“When John set up Carbon3IT Ltd, we always envisaged that one day I would play a part in the company but we didn’t define that initially. The company has developed organically in response to the market but also what we saw as where the Green IT industry was heading as well as when the opportunities presented themselves.

From the early days I always acted as John’s sounding board and we often discussed in depth what was happening in the market place and where that may take things, and how we as a small company could find a niche for ourselves.

We see a great need for skills around energy efficiency in IT, so as well as the consulting we are now developing a training programme which I will manage, that draws on the skills of our consultants and associates to deliver Market Leading Education in Green IT and around the standards in the market place and how to effect change in how organisations manage their IT and energy use.”

Rachel has an MBA from Ashridge Business School as well as significant training for senior management roles within the organisations that she worked for prior to joining Carbon3IT Ltd more actively.