



Eric Herzog Vice President, Marketing - Consumer Electronics
Vice President, WW Channel Marketing and Corporate Communications
Maxtor

Eric Herzog is responsible for strategic and product planning activities, product positioning and managing the future direction for Maxtor's consumer electronics storage products and small form factor strategies. His responsibilities also include overseeing worldwide channel marketing programs and corporate communications. Mr. Herzog has 19 years of marketing and sales experience in the RAID, storage subsystems, and storage management software markets. He has managed all aspects of marketing and sales in both start-up and large corporate environments. Prior to joining Maxtor, Herzog was vice president, marketing and business development at ARIO Data Networks. Prior to ARIO Data Networks, Herzog was vice president, business line management for OEM subsystems and controllers at IBM, where he held P&L responsibility for a business line generating over \$200M in revenue. Herzog has held vice president positions in marketing and sales at Topio, Zambeel, and Streamlogic. He has also held director positions in marketing and sales at Maxtor, Everex, and Mass Micro Systems. Herzog holds a B.A. degree from the University of California, Davis.