



**Jim Handy** Director, Nonvolatile Memory Services Semico Research Corporation

Jim Handy, a speaker at the past two Storage Visions conferences is a widely recognized semiconductor analyst. With over 20 years in the semiconductor industry, his background includes marketing and design positions at market-leading suppliers including Intel, National Semiconductor, and Infineon. He entered the market research community through Dataquest, where he was a respected memory industry analyst for nearly ten years.

Mr. Handy is known for his widespread industry presence and volume of publication. He has written hundreds of articles for trade journals, for Dataquest, and for other prior employers, and is frequently interviewed and quoted in the electronics trade press and other media. Mr. Handy often appears as a panelist at trade shows.

Mr. Handy has a strong technical leaning, with a Bachelor's degree in Electrical Engineering from Georgia Tech, and is a patent holder in the field of cache memory design. He is the author of "The Cache Memory Book" (Harcourt Brace, 1993), the leading reference in the field. Mr. Handy also holds an MBA degree from the University of Phoenix. He has performed rigorous technical analysis on the economics of memory manufacturing and sales, discrediting some widely held theories while unveiling other true motivators of market behavior.