



Nelson Chan
& Handset Business
SanDisk Corporation

Executive Vice President & General Manager Consumer

Nelson Chan leads the company's \$1.9B worldwide business across all channels and with all products. He has profit responsibility for SanDisk's consumer and handset business including responsibility for product marketing, product management, sales, technical and customer support and the design and development of various consumer products. He oversees a global organizational structure that includes general managers in four geographic regions (Americas, Japan, Pacific Rim and Europe/Middle East/Africa) who are responsible for all aspects of business in their regions. He has more than 20 years of high-technology marketing, sales and engineering experience.

Chan, who joined SanDisk in 1992, formerly was senior vice president and general manager of SanDisk's retail business unit, starting and growing the business from zero to \$1.6B in five years. Prior positions at SanDisk include vice president of worldwide marketing and senior vice president of worldwide marketing and sales. Prior to SanDisk, Chan was marketing manager for the Integrated Systems Products Division at Chips and Technologies. He also held marketing and engineering positions at Signetics and Delco Electronics.

Chan was one of the principal organizers of the CompactFlash Association (CFA) and the MultiMediaCard Association (MMCA) and has met frequently with manufacturers of digital cameras, cell phones, Internet music players and other mobile devices to discuss design aspects and storage issues relative to their future products. The CFA has more than 230 member companies while the MMCA has more than 100 members. Chan is an officer and board member of the CFA.

He holds an M.B.A. degree from Santa Clara University and a B.S. degree in both electrical and computer engineering from the University of California.