

Rob Pait Director, Global Consumer Electronics Marketing
Seagate Technology

Pait will talk about the new applications and opportunities likely to emerge following the successes of storage-enabled entertainment like game consoles, DVRs and handheld music players. “As new entertainment pipelines like broadband, satellite, Wi-Fi and others proliferate and mature, consumer products are evolving in unexpected ways,” Pait explains. “As new applications and products tap into data infrastructure, brand new categories are still emerging – and storage requirements continue to increase. What are the next consumer products with large storage needs and when will they be available? What consumer needs and wants are driving these storage requirements?”

Seagate Technology is the world’s leading provider of hard disc drive technology. Rob is responsible for developing and managing Seagate's global marketing portfolio in fast-growing emerging market segments such as digital video recorders (DVRs), handheld media and navigation products, and automotive entertainment systems.

Rob joined Seagate in 1999 following marketing management roles at Compaq Computer Corporation, Lexis-Nexis.com, and as a consultant to Internet businesses. Prior to his involvement in the technology sector, Rob worked in broadcast production and performance for ten years. During this time he experienced the dawn of the digital age in broadcasting while making the transition from splicing tape to working with the first nonlinear A/V editing systems as a radio/TV production. Rob has also been an on-air personality for radio stations, announcer for several professional sports teams, and a creative manager in the advertising business. He lives in Fort Collins, Colorado, USA with his wife, three teenage children, and far too many gadgets.