



STORAGE VISIONS[®] 2007 CONFERENCE

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John Rydning, Research Manager - Hard Disk Drives, IDC

Biography

John Rydning is currently IDC's Research Manager for hard disk drives and hard disk drive components. In this role, Mr. Rydning provides insight and analysis on the hard disk drive industry for HDD vendors and component suppliers, investors, distributors, and HDD customers. He is responsible for delivering forecasts and analysis on hard disk drives and related component technologies, as well as for providing quarterly tracking and analysis on numerous metrics related to HDD markets. In addition, Mr. Rydning frequently provides consulting to IDC clients on projects related to hard disk drive markets.

Mr. Rydning came to IDC in 2005 after spending more than 18 years at Hutchinson Technology where he held several Materials and Marketing Management positions. Overall, he has more than 20 years of experience in the IT industry. In 2006, Mr. Rydning coauthored IDC's first in-depth report on nonvolatile storage technologies, investigating competing storage technologies to hard disk drives through the year 2015.

Mr. Rydning earned his Bachelor of Science degree in business management and finance from the University of Minnesota - Carlson School of Management.

Talk to be given at the Storage VisionsTM 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6th and 7th 2007