



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



PAUL CASTELLANA, Senior Director, HD DVD Business Development, Toshiba Storage Device Division

Title

Abstract

Biography

As senior director for HD DVD business development at Toshiba Storage Device Division (SDD), Paul Castellana leads Toshiba's sales, marketing and promotional activities for HD DVD products on a worldwide basis. He is also responsible for HD DVD product development and launch strategies with PC OEM, AV and gaming partners.

Castellana has more than 20 years experience managing strategic relationships with customers and development partners in the storage industry. Before joining Toshiba SDD, Castellana worked for sister company Toshiba America Electronic Components as Vice President Sales for Multinational Accounts. Prior to Toshiba, he worked for Intel as a strategic account manager.

In addition, Castellana holds a position on the board of directors for the Optical Storage Technology Association (OSTA) where he helps shape the future of recordable optical storage platforms.

Castellana has a bachelor of science in electrical engineering from Clarkson University in Potsdam, New York.

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