



Ross Rubin, Director, Industry Analysis, The NPD Group

TITLE

Flash Memory: Driving Consumer Electronics Opportunities

ABSTRACT

Flash is rapidly becoming the dominant storage medium for consumer electronics products, ranging from MP3 players to GPS devices. Ross Rubin shares exclusive NPD data showing how flash is growing and its penetration within key market segments.

BIOGRAPHY

Ross Rubin is a director of industry analysis for The NPD Group. With over fifteen years analyzing and writing about the technology industry, Ross leads The NPD Group's coverage of consumer electronics with an emphasis on connected intelligent devices and convergence. CNN has called him a top adviser to the leading technology companies. He is available to offer expert insight and commentary on these and many other industry-related topics:

- The battle for the digital living room
- Home networking between PCs and consumer electronics devices
- Digital media players such as Apple's iPod
- Digital television and home theater adoption
- In-vehicle entertainment
- Smartphone and wireless industry trends

Prior to NPD, Ross was a vice president and chief research fellow at Jupiter Media Metrix, where he founded and managed research services focusing on PCs and peripherals, smart devices, wireless, broadband, and video games and created the firm's major analyst report structure. Previously, he was an IT analyst in the advanced technologies group at Salomon Brothers, where he led a team developing the company's first extranet application, and at McKinsey & Company, where he devised strategies for improving electronic communications and workflow. Ross has been a featured speaker at many conferences, including CES (for which he serves on the media advisory board), CTIA, and E3, and has been quoted in dozens of media outlets, including ABC News, Bloomberg TV, CNN, The Wall Street Journal, Time, Forbes and Business Week. Ross has written or contributed to 11 books and more than 250 articles for trade publications. He currently writes monthly columns for ABCNews.com and LAPTOP as well as a weekly column for Engadget. In 2003, he served as founding editor of Ziff Davis's Wireless Supersite, now part of eWEEK, where he wrote a twice-weekly column. Ross has a B.S. in Industrial and Labor Relations from Cornell University.