



Mark Ostlund, Vice President Marketing and Sales, Cache-A

BIOGRAPHY

Mark Ostlund is Founder and Vice President of Marketing & Sales for Cache-A Corporation. With a background in software engineering and marketing, Mark has over 20 years experience tailoring computer technology to the needs of the Broadcast and Entertainment Industries. As R&D Manager for Philips BTS, he managed the development of the worlds first HDTV disk recorder for the 1992 Olympics in Barcelona. He then took over marketing responsibility for the Media Pool Video Server product line.

He joined Hewlett Packard in 1996 responsible for strategic planning for their Video Communications Division and the Mediastream Video Server. While at HP, he was a founder of the Pro-MPEG Forum where he launched and chaired the MXF Working Group. In recent years Mark launched a consulting company focused on professional video storage and MXF workflows. One of his major projects was to help chart a course for Quantum into Digital Media. He later joined Quantum as Director of Rich Media Products.

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