



STORAGE VISIONS® 2010

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Gianfranco Scherini, STMicroelectronics

BIOGRAPHY

With more than 20 years of experience in silicon manufacturing, Gianfranco has served as Marketing and Business Unit Manager for products used in a wide range of communications as well as computer applications.

Currently Business Development Manager for the Data Storage Division of STMicroelectronics, Gianfranco also is a member of the SATA-IO marketing team and represents his company in the T11 committee.

Before joining the Data Storage Division in 2002, Gianfranco managed the North American Business Development Unit of STMicroelectronics' Telecom Division, focusing on ADSL CPE applications. He also was involved with several mergers and acquisitions. Previous to that, Gianfranco spent six years working in Europe as Product Marketing for the Telecom Division and as Product Marketing for the Microprocessor Division.

Gianfranco has a degree in Solid State Physics from the Università Statale Di Milano.

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