



STORAGE VISIONS® 2011

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Benjamin S. Woo, Program Vice President, Worldwide Storage Systems Research, IDC

BIOGRAPHY

Benjamin Woo, Program Vice President of IDC's Worldwide Storage Systems Research, leads a team of analysts responsible for advising clients on the evolution and trends related to data storage systems; the impact storage systems have on adjacent technologies including servers, software, cloud and virtualization; and best practices in go-to-market strategies related to the storage industry. In addition to authoring thoughtful and provocative insight on the storage industry, Mr. Woo frequently speaks at IDC, industry and customer events worldwide and is frequently quoted in the leading business and technology press.

Having devoted his career to the data storage industry, Mr. Woo uses this diverse set of skills, knowledge and experience to provide in-depth market analysis, research, and consulting on key aspects of the storage systems marketplace to both vendors and buyers of technology. Additionally, Mr. Woo advises Wall Street clients and other stakeholders interested in the storage industry.

A self-confessed "closet geek", Mr. Woo is uniquely able to articulate business values from complex technologies and conversely, communicate technically, the shifting challenges faced by organizations today. Additionally, Mr. Woo has served on a number of advisory councils of leading storage manufacturers advising them on strategies and direction relating to the industry.

Prior to joining IDC, Mr. Woo served as Vice President of Sales and Marketing at a national provider of technology solutions and services, where he was responsible for the dramatic growth and expansion of the company. Mr. Woo has served in several key sales and management roles at Network Appliance, Inc. and MTI Technology Corporation. He started his career in Sydney, Australia where he delivered one of the very first keynote speeches on the then nascent data storage technology we now know as RAID.

Mr. Woo graduated from the University of New South Wales, Australia, with a Bachelor of Commerce (B.Com) degree majoring in Accounting, Banking and Finance.