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BIOGRAPHY

Bruce Master is a Senior Program Manager for Worldwide Data Protection Systems Marketing in IBM's Systems and Technology Group. He is located at the IBM Storage Systems development lab in Tucson, Arizona USA. Bruce is a graduate of Arizona State University in Business and after several years of management experience in the retail industry he joined the General Products Division of IBM in 1977. Over the span of Bruce's IBM career he has worked in computer systems sales, technical and business recruiting, employee education, community relations, systems engineering, and tape – data protection storage systems marketing. Bruce is a member of the marketing team for the LTO Program.