



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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Jim Porter, President, DiskTrend

BIOGRAPHY

James N. Porter first became involved with data storage products in 1968, when he joined the industry pioneer Memorex, serving in a variety of marketing management positions through 1971. After experience with early hand-held calculators at Rockwell International, with the first consumer video tape recorder at Cartridge Television, and with the original computer controlled video editing systems at CMX Systems, a CBS-Memorex joint venture, he began his own management consulting business in 1974. In 1977 he founded DISK/TREND, Inc., publisher of market studies of the worldwide disk drive and data storage industries, and has frequently acted as a consultant to the management of data storage manufacturers. He is a member of the Advisory Board of the Computer History Museum, and chairs the museum's storage committee. He is also a founder of IDEMA, the disk drive industry's trade association, and an active participant since its early days.