



# STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

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**Mike Alvarado, Product and Business Development Company**

## **BIOGRAPHY**

Mike Alvarado has over 25 years IT and data storage industry experience including over 5 years of executive management responsibility. Mike's expertise is in gaining new product adoption, managing program and market risk and creating market influence strategies. Past technology experience includes storage systems, software, deduplication, storage protocols, content management, virtualization, replication and data protection. Mike's industry experience include past membership on the Board of Directors of the Storage Networking Industry Association (SNIA). He also served as a Technical Advisor to the Best Practices Committee of the Association of Storage Networking Professionals, which was a forum for sharing knowledge and experience to create greater awareness by end users of best practices in storage networking applications such as disaster recovery, data protection, data migration, and storage consolidation. Mike's most recently published paper addresses how to increase the pace and quality of technical innovation. He has an MBA degree from Santa Clara University and a B.Sc. from San Jose State University. He is presently completing a M.A. in Applied Anthropology from San Jose State University. To contact Mike Alvarado, please send an e-mail to [mike@goingevergreen.org](mailto:mike@goingevergreen.org).