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Troy Winslow, Product and Channel Marketing Manager, NAND Silicon and Solid-State Drives Worldwide, Intel

TITLE

Dual Storage: The Right Solution

ABSTRACT

Solid-state drives can be used in a variety of ways that allow optimal storage acceleration and capacity at acceptable cost. The fastest storage acceleration is accomplished with a single SSD drive replacing a HDD. However, the \$/GB difference of the two technologies often creates a capacity compromise if one is to maintain acceptable cost. Combining a small SSD and an HDD for a dual storage solution provides most of the single-drive SSD acceleration benefits at a smaller cost increment over a larger capacity SSD, giving the end users and OEMs more choices and flexibility for driving mainstream SSD volume.

BIOGRAPHY

Troy Winslow is responsible for product and channel marketing of Intel's NAND silicon and solid-state drives worldwide.

Troy has held a variety of NOR and NAND marketing roles over the past 13 years in Intel's flash memory group. Before joining the NAND team in early 2007, he lived in Taiwan where he was the marketing manager for all Intel's flash memory business in Asia Pacific. He was uniquely qualified for this role after spending 5 years managing product marketing for the NOR division and serving two years as the technical advisor to the VP/GM of the flash group.

After graduating from the University of California, Davis, with a B.S. degree, Troy held marketing and sales management positions for 8 years at two interactive television start-ups in Silicon Valley. Troy then received his MBA from the Haas School of Business at the University of California, Berkeley before joining Intel.