



Brock LaPorte, CTO, SugarSync, Inc.

TITLE

The role of mobile devices in driving Cloud storage demand

ABSTRACT

Online Cloud storage has taken off in a big way with consumers and businesses alike, and in many cases, mobile devices are driving the demand for these services. With the ever-increasing number of mobile devices (primarily smartphones and tablets), there is a compounding need for people to be able to backup and access all of their data from these devices. Heavier usage of mobile devices means that more and more data is being created on the mobile device itself – whether that be document creation/editing, shooting mobile photos or videos, etc. Due to the increased mobility that these devices enable, people no longer want or have time to physically tether their mobile devices to their computer in order to backup the data on their devices – or to access data from their computers on these devices. As a result, people are turning to the Cloud to enable better backup and protection of the content on their mobile devices in real-time, as well as better access to all of their digital files, photos, music, movies, etc. from anywhere.

BIOGRAPHY

Brock brings more than 18 years of software development and management experience to SugarSync, having worked on a wide variety of products and services ranging from shrink-wrapped games and educational titles, to enterprise software systems, to high-growth consumer internet services and advertising systems, to the field of renewable energy.

Previously, Brock had focused his efforts on high-volume, consumer-facing internet services at Netscape and AOL, including an advertising revenue optimization platform serving millions of ads each day, News/Stock/Sports SMS and Email Alerts, Chat, Blogs, Photo/Video sharing, AOL Instant Messenger, Message Boards, Content Recommendation Engines, Voice Mail and more.

Brock also led product development and technology strategy efforts for SunPower Corporation's photovoltaic monitoring and control solutions. Brock's work at SunPower included building the development team, agile process, data infrastructure, and customer facing applications for SunPower's Residential, Commercial and Utility-Scale Power Plant channels.

Brock received his B.S. in Physics and M.S. in Applied Physics, both from Stanford University. He is co-inventor on 2 US patents relating to online content categorization and recommendations, and has 6 additional patents pending.