



Robert Crooke, Corporate VP and GM of the NVM Solutions Group, Intel

TITLE

IT Heroes: Solving today's and tomorrow's problems with non-volatile memory

ABSTRACT

From the enthusiast to corporate IT to the datacenter, the argument for solid state drives has never been more clearly defined than it is today. But is it for everyone? Who can benefit from deploying solutions and how can it be measured? Differentiated in responsiveness, reliability, performance, endurance, efficiency, and total cost of ownership, the solutions today are enabling solid state drives to revolutionize the storage business and deliver solutions across the compute continuum. Come hear Crooke talk about these challenges and solutions that can help make you an IT hero.

BIOGRAPHY

Robert Crooke is a corporate vice president and is general manager of the Non-Volatile Memory (NVM) Solutions Group. This group is responsible for Intel's component, module and SSD NVM businesses.

Just prior to this Crooke led the Atom and System on a Chip Development Group (ASDG). This group is responsible for delivering world class low power processors for the Intel® Atom™ processor product line as well as developing enabling technology for system on a chip (SOC) products across the company. From 2005 to 2009 Crooke served as vice president general manager of the Business Client Group where he was responsible for Intel's Desktop Products and directing Intel's cross client vision for business client computing. Just prior to this Crooke was vice president and director of marketing and planning in the Desktop Product Group. This included the processor and chipset product roadmaps as well as digital home and digital office initiatives. From 2000 to 2004 Crooke was vice president and general manager of the Platform Architecture and Solutions Division. In this role he was responsible for the company's development of motherboard products in addition to enabling technology for desktop microprocessor and chipsets. Crooke has served as director of marketing for the Basic Microprocessor Division and Performance Microprocessor Division. He joined Intel in 1989 in the sales force as a field applications engineer and spent 9 years in the field in various roles.

Prior to joining Intel, he held design engineering positions at Alliant Computer Systems and Custom Silicon Inc. He received his bachelor's degree in computer systems engineering from the University of Massachusetts in 1985. Crooke was appointed vice president in 2002 and elected corporate vice president in 2005.