



STORAGE VISIONS[®] 2012 CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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Stephen Baker, Director Of Industry Analysis, NPD Techworld

BIOGRAPHY

Stephen Baker is a director of industry analysis for NPD Techworld[®], The NPD Group's technology tracking division. As the company's primary hardware analyst, he has been commenting on the tech industry for over fifteen years. He was ranked as a leading industry analyst by Adweek's Technology Marketing.

Stephen Baker has been extensively quoted in industry publications such as TWICE, CNet and Computer Shopper, as well as business and news publications including The New York Times, The Wall Street Journal, Investor's Business Daily, Business Week, The San Jose Mercury News and The Los Angeles Times. He has presented and served on panels at industry events such as Comdex, RetailVision and E3. He has also appeared on CNBC, Fox News and CNNfn.

Baker is available to offer expert insight and commentary on these and many other industry-related topics:

- Desktop and notebook sales and technology trends
- PC-related technologies
- Printing and imaging markets
- The business and selling of consumer technology

Baker joined NPD when it acquired PC Data Inc. in March 2001. At PC Data, he was the principal computer hardware analyst and director of the overall hardware point-of-sale (POS) business. Prior to joining PC Data, he was senior analyst in the distribution channels service at International Data Corporation (IDC). He began his career at Staples in 1986, helping to open the first office superstore in the United States.

Baker received his MBA from Northeastern University and a BSFS from Georgetown University.

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