



# STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**John Chen, Vice President, TrendFocus**

## **BIOGRAPHY**

John Chen, Vice President, is driving TRENDFOCUS' efforts in enterprise and client end market demand modeling. His experience in the data storage industry spans more than 25 years. With engineering degrees from both U.C. Davis and U.C. Berkeley, Mr. Chen was deeply involved in magnetic media and sputter process development throughout the 1990s, followed by years of senior managerial experience in program management and technical sales at Komag. He also served in an enterprise commodity management role and has provided key technical input in various M&A and intellectual property marketing activities. His current activity focuses on storage device demand – both HDD and SSD – in cloud, hyperscale and enterprise environments as well as HDD versus SSD adoption in the client computing space.