



STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Lawrence O'Connor, Founder, President, Other World Computing

BIOGRAPHY

Larry O'Connor is Founder and CEO of Other World Computing, Inc. (OWC), a manufacturer and e-Tailer of Solid State Drives, data storage solutions, memory and accessories for Mac and PC computers. Starting as a one-man business in 1988 at 14, O'Connor has provided the strategic initiative and vision establishing OWC as a leading provider of technology products and services. The company offers one of the largest online catalogs of computer, iPod, and iPhone enhancement products through its e-commerce portal www.macsales.com. As an Apple Certified Developer, OWC also provides extensive US based technical support for Macintosh users around the world as well as internet access via www.fastermac.net and www.owc.net.

With two decades of development and market experience with flash, Larry's passionate creativity led OWC to develop the only non-Apple SSD solution that is compatible with the MacBook Air. An alumnus of Marquette University, O'Connor's strong industry commitment and focus have earned him numerous industry awards and several notable recognitions, including Dealerscope's 40 under 40'; six consecutive years on the Inc. 5,000 list and three years on Crain's Chicago Business 'Fast 50'.

In addition to guiding the technology and solutions activities for OWC, Larry also serves at the President of Newer Technology, Inc. and Price.com.