



# STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Noam Shendar, VP Business Development, Zadara Storage**

## **TITLE**

**Stop Buying Storage - How The Cloud Informs On-Premises Media Storage Purchases**

## **ABSTRACT**

In this session, award-winning Zadara Storage will discuss how cloud business models are penetrating the media storage market and changing traditional purchasing patterns. Attendees will come away with an understanding of the growing number of options for private, hybrid, and public cloud storage.

## **BIOGRAPHY**

Noam brings over 15 years of experience in the technology industry in a variety of senior management positions. At LSI Corporation, he was Sr. Director of Business Planning and Product Management in the Engenio Storage Group, where he founded and led an internal startup, took it to revenue, and successfully handed it off to NetApp when the latter acquired Engenio. Prior to that, Noam was LSI's Director of Corporate Strategy. Prior to LSI he was Director of Strategic Marketing at MIPS Technologies, Inc., where he was responsible for the company's efforts to penetrate new markets and expand its presence in existing ones. Prior to MIPS, Noam was VP of Applications and Director of Engineering at iBlast, Inc., an entertainment technology startup. Prior to that, Noam held research and engineering positions at Intel Corporation's Microprocessor Products Group. Noam has a B.Sc. (with Honors) in Electrical Engineering from the University of Wisconsin-Madison and an Executive MBA from Santa Clara University.