



STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Rob Enderle, President and Principal Analyst, The Enderle Group

BIOGRAPHY

Rob is President and Principal Analyst of the Enderle Group, a forward looking emerging technology advisory firm. With over 30 years' experience in emerging technologies he has provided regional and global companies with guidance in how to better target customer needs; create new business opportunities; anticipate technology changes; select technology vendors and products; and for technology vendors to present their products in the best possible light. Rob covers emerging technology in business, consumer, automotive, and public transportation segments. Before founding the Enderle Group Rob was the Senior Research Fellow for Forrester Research and the Giga Information Group, and held senior positions at IBM and ROLM. For social media you can find Rob on: Twitter: @enderle - Facebook: Rob Enderle - Google+: Robert Enderle. You can find out more about Rob, including the publications he writes for, at www.enderlegroup.com.