



**Brian A. Berg, President, Berg Software Design**

### **BIOGRAPHY**

Brian Berg has been a data storage technologist for over 30 years through his Berg Software Design consultancy. His current specialty is flash memory as used in consumer electronics and enterprise applications, particularly re: the Flash Translation Layer, embedded firmware and cell management. Brian works extensively with patents and intellectual property, including as a technical expert witness.

As Technical Chair of Flash Memory Summit, he organizes the annual Architecture session and vets candidates for the Lifetime Achievement Award. He has organized, chaired and spoken at over 100 technology conferences and industry events.

Brian has a long record as an IEEE officer and volunteer both in Silicon Valley and the western US. He has secured IEEE Milestones for the EEPROM/Flash Memory, the Apple Macintosh, SHAKEY the Robot and CDMA. He is a Core Member of the Computer History Museum, has a Bachelors in Mathematics and has been a Computer Engineering graduate student at Stanford University.