



Barbara Murphy, Vice President of Marketing, Elastic Storage Platforms Group, HGST

TITLE

Keep Your Data Active

ABSTRACT

Learn how the HGST Active Archive System helps you meet backup and archive demands with real-world customer examples. Streamline your storage footprint and turn your organization's data assets into competitive knowledge. We'll discuss the challenges of data at scale and demonstrate the benefits of a centralized repository for analytics.

BIOGRAPHY

Barbara Murphy is the vice president of marketing for the Cloud Infrastructure Business Unit at HGST. With a mission help organizations harness the power of data to unlock greater business potential, she is responsible for leading the global marketing efforts for HGST's portfolio of innovative technology, platforms, converged systems and solutions to drive growth and success for HGST, and its partners and end users.

Murphy brings 20 years of marketing leadership in OEM and channel marketing for both private and public companies. Most recently she consulted with several early stage cloud and hyperscale converged storage startups. Prior to that, she was the chief marketing officer for Panasas, a provider of high performance scale-out storage systems. Murphy also served as a senior vice president and general manager for Applied Micro Circuits Corporation's (AMCC) Storage Division. Prior to that, she was vice president of marketing at 3ware, Inc., a privately held storage company, that was later acquired by AMCC. Before joining 3ware, Murphy spent seven years in various marketing management roles at Adaptec in the areas of product management, product marketing, and OEM and channel development. Earlier in her career, Murphy held a number of marketing and engineering roles in the data communications industry with British Telecom and GEC Plessey.

Murphy holds a Bachelor of Engineering degree from the University of Limerick, Ireland, an MBA from Santa Clara University and most recently completed a Master's in International Relations from Victoria University, New Zealand..