

STORAGE VISIONS® 2018

October 22-23, 2018 at the Hyatt Regency, Santa Clara, CA

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Larry O'Connor, Founder and CEO, OWC

TITLE

Storage solutions for media

ABSTRACT

Larry will be speaking about storage solutions for media in the market.

BIOGRAPHY

In 1988, 14-year-old Larry O'Connor started Other World Computing (OWC) from his family's home, with the simple goal of providing affordable, do-it-yourself computing upgrades to everyone. Frustrated with the high cost and minimal options for Apple memory expansion, he came to a better solution and started providing memory upgrades online. The company began as LRO Enterprises, a printer ribbon re-inking business, and O'Connor founded it in his family's barn in rural Illinois.

In one short year, the company moved out of the barn and into its first office space, hiring its first employees, and today OWC is one of the most respected suppliers of Windows PC and Mac upgrades and accessories. The company has demonstrated dynamic growth over the years and O'Connor's strategy of selling products online as well as through numerous resellers and distributors has been key to its growth.

O'Connor was ahead of his time in terms of environmental strategy as well, believing that sustainability is good business. OWC provides customers with products that allow them to maximize the longevity of their technology investment, and improve the performance of that investment, in addition to keeping more technology products out of landfills. OWC's headquarters in Woodstock, IL was constructed in 2008, and in 2009 a Vestas wind turbine was installed on the property, making OWC the first manufacturer/distributor in the U.S. to become 100% on-site wind-powered. In March of 2010, OWC was awarded LEED® Platinum Certification by the Green Building Certification Institute, the highest level that can be achieved. And in 2015, 770 American-made Sun Power solar panels were installed on the roof of the Woodstock facility, making it the largest privately-held solar array in the state of Illinois. OWC currently recycles 94 percent of its solid waste, and believes that environmental stewardship is the right thing to do for future generations, in addition to making good economic sense.

O'Connor has received numerous offers to partner or buyout, but prefers to work toward his vision of building OWC into a self-sustainable organization that has become known as a great place to work, and is the largest tech employer in McHenry County, Illinois. As always OWC is innovating and supporting professional-grade solutions and service to technology users around the globe, with Larry O'Connor leading the way.