



**Tom Coughlin**                      President    Coughlin Associates

Thomas M. Coughlin is President of Coughlin Associates, a data storage consulting firm specializing in data storage components, systems, and software used in consumer electronic, enterprise, and entertainment applications. He has over 20 years of industrial experience in data storage engineering, product development, program management, and market and technology assessment at such companies as 3M, Polaroid, Seagate Technology, Maxtor, Micropolis, Nashua Computer Products, Ampex and SyQuest. His consulting work has included clients such as Ampex, Raychem, Network Appliance, PriceWaterhouseCoopers, several start-ups, as well as Venture Capitalist and financial clients. Tom has over 50 articles, reports, and technical presentations to his credit and 6 granted patents.

Since 1997 Tom has worked with Dennis Waid at Peripheral Research Corporation co-writing several of the annual PRC reports including the Computer Peripheral Test and Process Equipment Report. His current project with Dennis is the 2004 North American Digital Media Report which is to be completed in October 2003. He has been active with IDEMA where he is chairman or a member of several committees, including overall Standards Chairman. He is a senior member of the IEEE (member for over 20 years), was publicity chairman of the 1992, 1996, and 2002 TMRC conferences and is the current chairman of the Santa Clara Valley IEEE Magnetics Society. He was also chairman of the Santa Clara Valley IEEE Magnetics Society in the early 1990s. He organized magnetic recording Symposia for IIST from 1997-2002 at Santa Clara University where he is also an adjunct professor.

Tom is the organizer of the annual Storage Visions Conference ([www.storagevisions.com](http://www.storagevisions.com)), which focuses on data storage and the digital content value chain. He is also co-organizer of the annual Network Storage Conference. He is a founding member of the Server Blade Trade Association and a member of SNIA, IDEMA, ACM, APS, and AVS. The company website is [www.tomcoughlin.com](http://www.tomcoughlin.com) and the author's email is [tom@tomcoughlin.com](mailto:tom@tomcoughlin.com).