



# STORAGE VISIONS<sup>®</sup> 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



**Jim Porter, President, DISK/TREND, Inc.**

## **Biography**

James N. Porter first became involved with data storage products in 1968, when he joined the industry pioneer Memorex, serving in a variety of marketing management positions through 1971. After experience with early hand-held calculators at Rockwell International, with the first consumer video tape recorder at Cartridge Television, and with the original computer controlled video editing systems at CMX Systems, a CBS-Memorex joint venture, he began his own management consulting business in 1974.

In 1977 he founded DISK/TREND, Inc., publisher of market studies of the worldwide disk drive and data storage industries, and has frequently acted as a consultant to the management of data storage manufacturers. He is a member of the Advisory Board of the Computer History Museum, and chairs the museum's storage committee. He is also a founder of IDEMA, the disk drive industry's trade association, and an active participant since its early days .

*Talk to be given at the Storage Visions<sup>TM</sup> 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6<sup>th</sup> and 7<sup>th</sup> 2007*