



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



John D. Osterhout, Director of Business Management, Consumer Electronics Disk Drive, Hitachi Global Storage Technologies

Title

Abstract

The past few years have seen the emergence of some exciting portable information and entertainment products that demand ever increasing amounts of storage. Products such as portable music and video players, PDAs, digital still and video cameras, and even notebook PCs, have garnered a large share of the disposable income that consumers spend on electronics products. Even the lowly "back-up drive" has come into vogue, with portable devices that range from a few hundred megabytes up to hundreds of gigabytes. The speaker will discuss how, despite the yearly increases in storage capacity in both flash memory and hard disk drive devices, there seems to be a never ending appetite for portable storage.

Biography

John Osterhout is the Director of Business Management, Consumer Electronics Hard Disk Drive, for Hitachi Global Storage Technologies, headquartered in San Jose, California. In this role, John manages the global CE disk drive business in partnership with Sales, Supply Chain Management, Finance, Marketing, Strategy and the Business Units.

Prior to this assignment, John was Director of Worldwide Retail Business and Director of Corporate Marketing. As Director of Business Management for Hitachi's Emerging Business Unit, John helped drastically increase the company's presence in the CE segment.

Talk to be given at the Storage VisionsTM 2007 Conference at the Flamingo Hotel, Las Vegas, NV January 6th and 7th 2007



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Before joining Hitachi in January 2003, John led the worldwide marketing efforts behind IBM's revolutionary Microdrive products. He was instrumental in establishing IBM's market leadership in high-capacity storage for handheld digital products.

Before his IBM tenure, John held various marketing management and business line management positions at Eastman Kodak Company in Rochester, New York. He has a broad marketing background in consumer and high-tech products, and has been instrumental in bringing numerous innovative products to market. His industry knowledge and experience spans several key sectors: photography, consumer electronics and information technology.

John is an active member of the storage industry's CE-ATA steering committee. He has also served on the board of directors of other industry associations, including the Consumer Electronics Manufacturer's Association (CEMA), the Interactive Multimedia Association (IMA), and the CompactFlash Association (CFA). Additionally, John is a frequent speaker on CE and marketing trends.

John holds a B.A. in Economics and an MBA from the University of Rochester. He lives in Los Gatos, California with wife, Barbara, and daughters Robin and Jessica.

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