



STORAGE VISIONS[®] 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCESM EVENT



John Rotchford, Managing Director, Strategic Advisory Services International, LLC

Title

Abstract

Biography

Prior to founding Strategic Advisory Services International, LLC in May of 2005, John co-managed the storage practice area and opened the Southern California office for SVB Alliant, the investment banking division of Silicon Valley Bank. John is a 17-year technology industry veteran with a unique blend of investment banking, strategy consulting, corporate development and start-up experience. At Iomega, John was responsible for strategic planning, M&A and new investment activities. Before Iomega, John handled public and private sell-side transactions at Broadview International LLC and focused on enabling broadband technologies, digital networked appliances, information security, semiconductors and storage systems. Prior to Broadview, John was director of corporate development at Compaq where he managed strategy projects covering broadband communications, the digital networked home, Internet services, and corporate direction. At Compaq, he was also active in M&A including the Tandem Computer and Digital Equipment Corporation mergers. John spent the first part of his career at an aerospace and defense management consulting start-up that was acquired by Electronic Data Systems. John earned a B.S. in Finance and Accounting from Babson College.

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