



Jim Elliott, Vice President of Memory Marketing, Samsung Semiconductor, Inc.

TITLE

Weathering the Storm: Fortifying Memory Storage through the Global Recession

ABSTRACT

Given challenging market conditions, Samsung is looking at 2009 as a pivotal year in which to promote memory storage growth sectors that are less prone to market volatility. This keynote by Samsung Semiconductor Vice President Jim Elliott will highlight what is working for memory storage providers today and the opportunities that are beyond the horizon. Mr. Elliott will examine up-and-coming memory storage solutions including the rapidly expanding solid state drive (SSD) market and the increasing use of embedded NAND flash chips. In particular, his presentation will highlight how market conditions, higher densities and improved performance are pushing SSDs to the forefront of new storage solutions. The presentation will also discuss why the market is ripe for consolidation, and underscore the increased importance of vertical integration and strategic alliances.

BIOGRAPHY

Jim Elliott, as Vice President of Memory Marketing at Samsung Semiconductor, Inc., oversees all marketing activities for Samsung's memory organization in the Americas.

Elliott has more than 12 years of experience in the semiconductor industry, during which he focused on product sales and marketing at major multinational companies. He started his semiconductor career in 1996 at Hitachi in SRAM Marketing. In late 1997, he transitioned into the volatile world of DRAM when he joined Fujitsu Microelectronics.

Elliott has been at Samsung for the past six years, where he has held leadership positions in DRAM and Flash Marketing, as well as Global Accounts Sales.

Elliott earned a Bachelor of Arts degree from the University of California at Davis and later received a Master's degree in Business Administration from California Polytechnic University in San Luis Obispo. He has been a featured guest speaker at a number of industry-wide events, including the Intel Developer Forum, MemCon, StorageVisions and the Flash Memory Summit.