



**Eric Sheetz, Vice President of Sales, Bitcasa**

**TITLE**

**Tug of War for Customer Ownership In the Cloud**

**ABSTRACT**

Today's connected devices are projected to drive one billion new people to use cloud storage over the next five years due to the explosion of photos, videos, and music being created and shared. As a result, a tug of war is emerging for customer ownership between device manufacturers, network operators, and software developers - because whoever owns the data will ultimately own the customer. In this session, Taptich will explore the opportunity to use cloud storage as the foundation for driving customer loyalty, the options available, and how competition in this space is unfolding.

**BIOGRAPHY**

Eric Sheetz is responsible for partnership sales and management at Bitcasa. Prior to joining Bitcasa he drove strategic and enterprise customer relationships at AWS, including Autodesk, Adobe, and other Silicon Valley bellwethers. He is also an accomplished software developer with deep cloud storage experience. Prior to AWS, Sheetz was an enterprise architect at Oracle responsible for advising customers through complex transitions and creating best practices in software architecture and operations.