



**Molly Rector, Chief Marketing Officer, DataDirect Networks**

**TITLE**

**Enabling High Performance Global Workflows: Managing and Distributing Content for Anytime, Anywhere Access**

**ABSTRACT**

The media and entertainment industry is currently transitioning to more collaborative workflows. At the same time, the cloud is at the forefront for driving collaboration and distribution formats. With massive amounts of data being produced and high resolution formats, production and post-production of content requires high performance infrastructure to complete these projects on-time. In addition, the bursty nature of the processing and storage required creates the challenge of having to potentially buy a lot of extra hardware to enable various workflows and distribute them on the same platform. This session will explore how companies can address these issues with an approach that is flexible, scalable, high performance, and allows them to access and share data and collaborate in the cloud.

**BIOGRAPHY**

With 15 years of experience working in the HPC, Media and Entertainment, and Enterprise IT industries running global marketing programs, Molly Rector serves as DDN's Chief Marketing Officer responsible for product management and global marketing. Rector's role includes providing customer and market input into the company's product roadmap, managing the partner ecosystem and driving the end-to-end customer experience from definition to delivery. Rector is a founding member and currently serves on the Board for the Active Archive Alliance and the Storage Networking Industry Association's (SNIA). Rector holds certifications as CommVault Certified System Administrator; Veritas Certified Data Protection Administrator; and Oracle Certified Enterprise DBA: Backup and Recovery.