

STORAGE VISIONS® 2018

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Geoff Stedman, Marketing and Strategy Consultant

BIOGRAPHY

Geoff Stedman provides strategic marketing consulting for innovative, disruptive technology companies focused on solving the challenges of managing and optimizing large-scale unstructured data. His expertise is helping develop successful go-to-market strategies that enable his clients to break through the noise of the market with clear value propositions, positioning and target markets. Prior to becoming an advisor, Stedman served as Quantum's Senior Vice President, Products and Solutions, focused on expanding the company's leadership in scale-out storage solutions across current and new vertical markets. Stedman has a broad range of storage experience and has held a number of executive positions leading go-to-market strategy and execution. Before joining Quantum in March 2014, he was head of marketing at Tintri, where he played a key role in helping the company achieve record revenue growth. Prior to Tintri, Stedman spent two years as senior vice president of marketing and general manager, Storage Business Unit at Harmonic, which he joined in conjunction with the company's acquisition of Omneon. In addition to leading corporate marketing activities at Harmonic, Stedman oversaw product and market development for the Omneon MediaGrid storage product line. Before the acquisition, he served as Omneon's senior vice president of worldwide marketing for seven years. Earlier in his career, Stedman held marketing positions at SonicWALL, Aladdin Knowledge Systems, Preview Systems and Silicon Graphics.