

## Chicago Hitachi User Forum

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#### Speaker Bio



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#### **Industry Trends & Competitive**

Harry Zimmer leads the HDS Global Competitive & Market Intelligence team out of HDS' HQ in Santa Clara. Harry and his team are responsible for doing deep competitive analysis for HDS and Hitachi Limited and are viewed internally as the internal version of Gartner and IDC. With regular visits to Japan, Harry meets with the Hitachi Storage Product Engineering and Product Planning teams and works closely with HDS' product management team. He has been at HDS for 12 years out of his 32 year career. Prior to HDS he had stints with EMC and IBM, and Teradata having started his career at Amdahl. At HDS, Harry is viewed as the top expert on the storage competitive marketplace. He has extensive experience visiting 100+ customers and prospects during the past 12 months. Sessions with Harry are meant to be highly interactive with an open two way (no-spin/non-marketing) discussion. He uses a very popular interactive chalk talk format using 1 slide called 'Competitive Hot Topics' which he has evolved and maintained for the past 5 years. It has proven to be an extremely popular discussion, with customers around the world asking for regular return visits and updates from Harry.