

IT Economics Executive Forum

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Speaker Bio



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As Chief Economist, David works with the company's largest global and strategic clients, specializing in strategic planning, advanced storage architectures and storage economics. His knowledge of storage and storage networks is comprised of experience in product strategies, service developing and solution opportunities for the product marketing and professional services group. David has developed Storage and SAN-related services, award-winning white papers and methodologies in the storage network marketplace for the past 15 years

David's current focus is specialized in predictive ROI and TCO methods for advanced storage architectures, in which several industry awards/recognitions have been earned. Current topical expertise includes Storage Economics, Econometrics, Reducing OPEX costs within Storage Infrastructures, and Storage Organization Planning. Additional background includes writing portfolio and consultative development for storage business, organization, architecture methodologies, best practices for SAN, and enterprise storage management. David has authored several tools, methodologies and services related to Economic Analysis and OPEX reduction for Hitachi Data Systems' Global Solutions and Services (GSS).

Prior to his current assignment, David was a global consultant in the Hitachi Data Systems' GSS organization, Director of technical marketing, Professional Services Practice Management and a Professional Services solution owner for the Enterprise Architecture group. With his formal training in IT architectures, David has worked with some of HDS' largest clients around the world developing IT and infrastructure architectures. David has been with HDS since 1996.

Prior to Hitachi, David spend 2 years at Amdahl as a open systems technical consultant with large consulting contracts in the Telco, Banking, Insurance and Government areas. Prior to that, David spent 11 years at Texas Instruments in various computer-aided design/engineering roles, IT and engineering management positions within the military weapons systems division. He holds a BS in Computer Engineering from BYU, and an MBA from California State University.