



CONFERENCE CATALOG

November 16 - 17, 2010

New Business Solutions:
Embracing Disruptive Technologies
& Changing Delivery Models



Welcome!

On behalf of Everything Channel and UBM, I am pleased to welcome you to COMDEXvirtual.

The original COMDEX, the Computer Dealer Expo, was pivotal in helping to advance the indirect sales channel and ultimately the information technology market as a whole for years.

The time is right for COMDEX to return – at a time when disruptive technologies and changing delivery models are changing the landscape of the IT channel. This event provides the platform for the channel community to learn, network, and form the partnerships that are needed to tackle this next new phase in information technology.

COMDEXvirtual is a place of discovery – where you can explore vendor partnerships, product information, market sales opportunities, and business trends.

The conference agenda includes 107 speakers – all experts in their fields – across 48 sessions. The Expo Hall houses 27 exhibitors, representing a selection of leading vendors. The entire conference is available to you online and on-demand to offer the flexibility of location and schedule needed to accommodate a global executive audience.

To produce this virtual event, we partnered with our sister company, UBM Studios. They have developed new spaces for attendees and sponsors to meet, and have improved the interface for both the Expo Hall directory and the exhibitor booths. UBM Studios has created an event environment that is feature and function rich – conducive to both learning and exchanging ideas.

This event would not have been possible without the support of our parent company, UBM, one of the world's leading business media companies. Listed on the London Stock Exchange, UBM informs markets and brings the world's buyers and sellers together at events, online, in print and provides them with the information they need to do business successfully.

With nearly 12,000 pre-registered for the event, COMDEXvirtual is poised to be the largest global channel event in history. This is a place to engage in discussions with leading vendors and thousands of other solution providers. We hope that you take advantage of the opportunities presented here, and we wish you success as you plan your strategy for the coming year.



Robert Faetra
CEO, Everything Channel

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Conference Agenda

Note: All times EST

NOVEMBER 16 – DAY 1

10:30 am – 6:00 pm	Attendee log in
11:00 am – 11:30 am	Keynote: People and Information: A Fundamental Shift in IT <i>Enrique Salem, CEO, Symantec</i>
11:30 am – 12:00 pm	Booth/Hospitality Visits
12:00 pm – 12:30 pm	Keynote: Cloud Computing: Beyond the Hype & Into the Future <i>Jeffrey M. Kaplan, Principal and Founder, THINKStrategies</i>
12:30 pm – 1:00 pm	Booth Visits, Hospitality Suites & CRN Test Center Demos
1:00 pm – 1:30 pm	Vendor Session: IBM Cloud Computing: Smarter Solutions for Business Partners and Clients <i>Michael Heegaard, Director, Cloud Computing, IBM Business Partner Organization</i>
1:30 pm – 2:00 pm	Keynote: Insights from an American Entrepreneur <i>Mark Cuban, President, Dallas Mavericks, High Tech Investor and Entrepreneur</i>
2:00 pm – 2:30 pm	Vendor Session: CompTIA Fast Track to a Healthcare IT Practice: Overcome the Obstacles Today! <i>Moderator: Jill Kerr, VP Industry Development, CompTIA</i> <i>MJ Shoer, President and Virtual Chief Technology Officer, Jenaly Technology Group</i> <i>Kevin McDonald, EVP and Director of Compliance Practices, Alvaka Networks</i>
2:30 pm – 3:00 pm	Booth Visits, Hospitality Suites & CRN Test Center Demos
3:00 pm – 3:30 pm	Keynote: Reading the Tea Leaves: Gaining Competitive Advantage <i>Tiffani Bova, Gartner</i>
3:30 pm – 4:00 pm	Vendor Session: HP POWER UP with HP in 2011 <i>Meaghan Kelly, Vice President of Channel Strategy and SMB, HP's Americas Solution Partners Organization</i>
4:00 pm - 4:30 pm	Booth Visits, Hospitality Suites & CRN Test Center Demos
4:30 pm – 6:00 pm	VAR Bar – Networking and Meet the Editors

All content track sessions available on-demand throughout the day.

Conference Agenda

Note: All times EST

NOVEMBER 17 – DAY 2

10:30 am – 6:00 pm	Attendee log in
11:00 am – 11:30 am	Keynote: How the New Network Is Driving New Revenue Streams <i>Kevin Johnson, CEO, Juniper</i>
11:30 am – 12:00 pm	Booth/Hospitality Visits
12:00 pm – 12:30 pm	Keynote: IT Megatrends: Powering the Next Generation of Computing— Are You Ready? <i>Paul Otellini, CEO, Intel</i>
12:30 pm – 1:00 pm	Booth Visits, Hospitality Suites & CRN Test Center Demos
1:00 pm – 1:30 pm	Keynote: CIO Perspectives: The Evolution of CIO as Strategic Leader <i>Neil Nickolaisen, VP of Strategy and Innovation, Energy Solutions, Inc.</i>
1:30 pm – 2:00 pm	Keynote: A Technology Channel in Transition, What This Transformation Means to You <i>Robert Faletra, CEO, Everything Channel</i>
2:00 pm – 2:30 pm	Keynote: Hire the Best Avoid the Rest David Russell, CEO, MANAGEtoWIN Inc.
2:30 pm – 3:00 pm	Booth Visits, Hospitality Suites & CRN Test Center Demos
3:00 pm – 3:30 pm	Keynote: The Big Switch: Bringing the Cloud Down to Earth <i>Nicholas Carr, Author, Speaker and IT Pundit</i>
3:30 pm – 4:30 pm	Booth Visits, Hospitality Suites & CRN Test Center Demos
4:30 pm – 6:00 pm	VAR Bar – Networking and Meet the Editors

All content track sessions available on-demand throughout the day.

Keynote Sessions

November 16
11:00-11:30

People and Information: A Fundamental Shift in IT

Enrique Salem leads one of the largest independent software companies in the world, with a far-reaching and influential network of partners. Salem unveils a new vision for Symantec along with insight into how the IT industry is in the midst of a major transformation that is changing solution provider business models and CIO acquisition of technologies. Salem offers his insight into such trends as the consumerization of IT; how the explosion of smart mobile devices are impacting today's enterprises; the role of social computing in enterprise collaboration; and the real impact of cloud on businesses of every size. Hear Salem explain the real value of information for today's businesses. The session concludes with an enlightening Q&A exchange between Robert DeMarzo and Enrique Salem.

Enrique Salem, President and Chief Executive Officer, Symantec Corp.

Robert C. DeMarzo, COMDEXvirtual Conference Chair, Everything Channel

November 16
12:00-12:30

Cloud Computing: Beyond the Hype & Into the Future

No technology development has generated as much attention or created as much controversy as cloud computing. Yet, most people are unclear about the true meaning of the term and are uncertain about its real impact on the technology industry. This session will cut through the hyperbole and examine the realities of today's cloud computing market to help you understand the current and future implications, capitalize on the enormous opportunities, and avoid the significant challenges posed by this unprecedented transformation process.

Jeffrey M. Kaplan, Managing Director, THINKstrategies

November 16
1:30-2:00

Insights from an American Entrepreneur

He is best known as the owner of the Dallas Mavericks basketball team and as a high-tech innovator. But Mark Cuban got his start as a VAR which, in typical Cuban style, was focused on innovative technologies and services. After founding one of Dallas' first PC software retailers, he created MicroSolutions, a national systems integrator and consulting firm that was a proponent of early '80s cutting-edge technologies such as Lotus Notes. Cuban differentiated his organization, building a brand and industry name for himself. One of his platforms was a column for CRN, where for many years he encouraged his fellow VARs to embrace new technologies while pushing services. Find out the secrets to Cuban's success and how to apply his innovative style to help transform your business.

Mark Cuban, Entrepreneur & High-Tech Innovator

Keynote Sessions

November 16
3:00-3:30

Reading the Tea Leaves: Gaining Competitive Advantage

What CIOs are focused on today will provide insight into what you should focus on over the next 12-24 months, to match customers' business needs with technology and IT services. The introduction of alternative delivery and acquisition models is profoundly changing the IT landscape – which has implications on the indirect sales channel. What do these trends mean to your organization and how do you continue to remain relevant and competitive? How is the channel business model evolving? What should you do today to be ready for tomorrow? You'll hear first-hand from Gartner on trends impacting your business over the next five years and what opportunities this change offers you for future success.

Tiffani Bova, Vice President, Gartner

November 17
11:00-11:30

How the New Network Is Driving New Revenue Streams

Kevin Johnson, the Chief Executive of Juniper Networks, has a vision for how partners and customers must adapt to a new paradigm in networking he calls "The New Network." He has a powerful vision for how the networking backbone of every organization and the bridge to the cloud are being reshaped by customer demands, mobility, a highly connected culture, and cloud computing. Today's solution providers must look at the network as a strategic differentiator that allows their customers to drive new business and unleash innovation, transforming their business practices and processes. As a result, solution providers must change the way they look at the network and the applications surrounding and attached to it – whether for enterprises, midsize organizations or small businesses. Determine the skills and strategies necessary to take advantage of this transformation.

Kevin Johnson, Chief Executive Officer, Juniper Networks

November 17
12:00-12:30

IT Megatrends: Powering the Next Generation of Computing – Are You Ready?

Intel is plotting a new course for itself and its partners amid some of the most sweeping changes to impact the industry in more than a decade. Hear CEO Paul Otellini's view on what products are going to shape the market for computing in 2011. Otellini will be joined by Intel's top channel executive, Steve Dallman to discuss what partners should know about Intel's direction and the new opportunities that the company's technology will create in the year head. Otellini will also discuss where the greatest opportunities for innovation reside and how partners can add value and growth. Will he shed light on Intel's recent acquisition? The only way to find out is to watch and listen.

Paul Otellini, President and Chief Executive, Intel
Steve Dallman, Vice President, Sales and Marketing Group General Manager,
Worldwide Reseller Channel Organization, Intel

Keynote Sessions

November 17
1:00-1:30

CIO Perspectives: The Evolution of CIO as Strategic Leader

A leading and influential CIO tackles the big issues facing today's CIOs, with insight into the best ways to support and partner with these IT executives. In today's technology-rich, dynamic environments, successful CIOs must deliver results in two strategic areas. First, CIOs must become enablers and drivers of their organization's strategy – not just implementers. Second, their role must evolve into leaders that ensure operational excellence. In this presentation, Niel Nickolaisen, veteran CIO and member of the Midsize Enterprise Summit Advisory board, explains not only what tools CIOs need to succeed in this dual role, but also how VARs can be irreplaceable members of the CIO's team.

Niel Nickolaisen, Vice President of Strategy and Innovation, Energy Solutions, Inc.

November 17
1:30-2:00

A Technology Channel in Transition, What This Transformation Means to You

Past seismic shifts in the channel and partner communities have given birth to innovative new channel business models and vendor-engagement strategies. Players that adapted to these changes not only survived but thrived, while those unwilling to embrace change withered or lost their competitive edge. This presentation will span how the channel model has been impacted by one of the worst economic downturns in history, how partners orchestrated a rebound this year, and what the future holds for solution providers. Gain insight into how solution providers can leverage their customers' efforts to virtualize nearly everything and consolidate their IT environments into single private clouds augmented by public cloud resources. In addition, this presentation will delve into new revenue and customer opportunities for IT vendors. A deeper discussion will focus on what vendors want from their solution providers today as they drive demand for new business-technology solutions. Be prepared to hear more than a few comments that may surprise you or spring you into action.

Robert Faletra, Chief Executive Officer, Everything Channel

November 17
2:00-2:30

Hire the Best Avoid the Rest

Are you having trouble finding great people to hire? Should you develop talent or hire only seasoned professionals? How come you hire Dr. Jekyll, but Mr. Hyde shows-up to work? Learn answers to these questions and more in this session that has updated material on David's proven 10-step hiring system for hiring great employees.

David Russell, CEO, MANAGEtoWIN, Inc.

November 17
3:00-3:30

The Big Switch: Bringing the Cloud Down to Earth

In the two and a half years since Nicholas Carr published *The Big Switch*, his groundbreaking book on cloud computing, we've seen a dramatic shift in attitudes toward the cloud, as enthusiasm has replaced skepticism. In this new presentation, Carr strips away the hype to look at the reality of cloud computing. After putting the cloud into a strategic business context, he lays out five "patterns of adoption" that reveal how companies are capitalizing on the technology today. He ends with a look at the stakes involved in what is shaping up to be the biggest disruptive innovation in IT in decades.

Nicholas Carr, Author, Speaker and IT Pundit

Live Vendor Sessions

November 16

1:00-1:30

Cloud Computing: Smarter Solutions for Business Partners and Clients

IBM's Michael Heegaard will discuss how cloud computing creates opportunities for Business Partners and clients and will share strategies that Business Partners can use to win in the cloud market. The presentation will address how IBM supports and enables Business Partners to create, sell and deploy robust solutions based on public and private cloud platforms.

Michael Heegaard, Director, Cloud Computing, IBM Business Partner Organization

November 16

2:00-2:30

Fast Track to a Healthcare IT Practice: Overcome the Obstacles Today!

Hearing a lot of buzz around technology opportunities in the healthcare sector – but not quite sure an investment in a new practice will be profitable for your business? Even if the prospects look good, do you know how to get started?

Listen to how your peers did it!! Learn insights on how other IT service providers overcame the obstacles and built a successful HIT practice. This panel of experienced IT service providers will walk you through the challenges they faced when entering this enticing market, including assessing their businesses' capabilities and investigating prospective clients. You'll also receive details on a new HIT foundational training program, a new 10-week guide, best practices, assessment tools and an HIT video-on-demand curriculum created by CompTIA that will help VARs and MSPs develop their own medical technology business.

Moderator: Jill Kerr, VP Industry Development, CompTIA

MJ Shoer, President and Virtual Chief Technology Officer, Jenaly Technology Group

Kevin McDonald, EVP and Director of Compliance Practices, Alvaka Networks

November 16

3:30-4:00

POWER UP with HP in 2011

Hear Meaghan Kelly, Vice President of Channel Strategy and SMB, HP's Americas Solution Partners Organization, speak to how partners can grow their business in 2011 by "powering up" with HP. HP estimates that \$83B of the total addressable market in the U.S. is being served through the channel today, representing a huge opportunity for partners. Kelly will discuss how HP through its investments in key markets, programs and industry-leading products and technologies will enable partners to "surge" ahead and grow their business in 2011 and beyond.

Meaghan Kelly, Vice President of Channel Strategy and SMB, HP's Americas Solution Partners Organization

On-Demand Vendor Sessions

On-Demand

CA Technologies - Helping Partners Profit with Recovery Management

Executives from CA Technologies discuss how they are helping partners to profit with their Recovery Management offerings. Learn strategies for using the Cloud to extract additional business from your existing customer base with managed services replacing traditional physical products. Work with your customers to gain insight into their environment and define SLAs that support their business needs, meet compliance requirements and enhance their ability to stay in business even after a major outage. See how the award-winning CA ARCserve Family of Products can make it easy for you to get your customers to the cloud, view and manage their environment from your location and add high-value profitable services to your portfolio through the partner-centric focus CA Technologies provides.

*Michael Crest, General Manager, Recovery Management and Data Modeling
Customer Solutions Unit, CA Technologies*

*David Roberts, Vice President, Americas, Recovery Management and Data Modeling
Customer Solutions Unit, CA Technologies*

On-Demand

Symantec Partner Program

Randy Cochran will discuss the enhanced Symantec Partner Program, designed to help partners differentiate their businesses and deliver greater value to their customers. The enhanced Symantec Partner Program is built on a Specialist model and Symantec is announcing new Solution specializations aligned to partner business models to maximize returns from their Symantec investments and accelerate profitability. The enhanced program will reward partner investments with increased engagement and a closer relationship with Symantec. First announced in April, these changes are being rolled out worldwide in late 2010.

Randy Cochran, Vice President, Americas Channel Sales, Symantec Corporation

On-Demand

Oracle's Cloud Computing Strategy: Delivering Public and Private Cloud Computing

Oracle's rich portfolio of cloud offerings includes Oracle On Demand, which provides software as a service, as well as hosted and managed alternatives to on-premise deployment. For enterprises that are building private clouds and for service providers that are building public clouds, Oracle offers comprehensive solutions for platform as a service and infrastructure as a service.

Rex Wang, Vice President, Product Marketing for Infrastructure & Management, Oracle



Content Tracks

BUSINESS MANAGEMENT & STRATEGY:

Build and Bullet Proof Your Solution Provider Business Model

Expert advice from entrepreneurs who struck out on their own, stared down their demons, and built some of the most successful solution provider organizations on the planet. This track features four independent sessions from VAR 500 executives who are on the leading edge. So whether you are looking to build a sustainable solution provider business or bolster your existing model, you will want to hear from these industry experts on building the business; hiring then retaining excellent sales people; perfecting your partnering strategies and the future of managed services.

Chair: John G. Varel, CEO and Chairman of the Board, Fusion Storm

Session One **The Future of Managed Services**

Managed services have had a dramatic impact on the solution provider landscape, but what does the future hold? CRN's leading authority on the topic will lead a panel discussion on what's next for managed services in the areas of storage, backup, networking management and key applications. Find out where the big opportunities lie to help your company better serve customers and boost profitability.

Moderator: Scott Campbell, CRN Managing Editor, Everything Channel

David Powell, VP of Managed Services, Teklinks

Rory Sanchez, CEO and President, SL Powers

Ted Warner, President, Connecting Point

Session Two **Partnering**

Partnering is an overused word, and one that's often dismissed by vendors and customers as an empty promise. In this session, learn how to create effective techniques to execute a true multi-level partnering strategy with your vendors as well as your customers. Effective partnering can lead to increased revenue and profitability, greater stickiness with clients, and brand and market momentum for your company.

Bob Cagnazzi, CEO, BlueWater Communications Group



Content Tracks

BUSINESS MANAGEMENT & STRATEGY (CONTINUED)

Session Three Hiring, Motivating and Retaining Great Sales People

What keeps CEOs at VAR organizations up at night? While concerns such as securing new customers or capital to grow the business are important, the most pressing issue cited by top executives is recruiting, retaining and motivating sales people. VARs depend heavily on the power of their sales force to adapt to market change and meet the needs of customers, yet success in these recruiting and retention endeavors is often elusive. Two of the most accomplished VAR 500 CEOs tackle this subject, sharing their perspective on how to create an excellent sales force that's motivated and properly rewarded for growing the business.

***Moderator:** Robert DeMarzo, Senior Vice President of Strategic Content, Everything Channel*

Dan DiSano, President and CEO, Axispoint

Bob Venero, President, Future Tech Enterprise Inc.

Session Four How to Build a \$100 Million VAR Organization— Grow, Merge or Find Your Niche

In this session, hear directly from a solution provider that has built a successful VAR organization by focusing on the customer. Many solution providers believe they have what it takes to grow, but make fundamental mistakes along the way. In "Alice In Wonderland," Alice ponders which road to choose and asks the Mad Hatter for advice. The Mad Hatter's response: "If you don't know where you are going, any road will get you there." The same is true for solution providers, who must decide where they're going and why before charting a growth plan. This session will help you understand the risks associated with growth and show you how to think strategically.

John Varel, CEO, FusionStorm

Content Tracks

CLOUD COMPUTING

Beyond the Hype & Into the Future

During the past year there has been an explosion of cloud computing technologies, cloud business models and people who claim to be cloud experts. Solution providers and IT executives are trying to make sense of it all while being bombarded with conflicting viewpoints. There is clearly a transformation going on here – so the question to resolve is how to take advantage of these directions in technology. What is the right advice to give business partners and their customers when it comes to private clouds, public clouds, data security in the cloud or storage? This track features today's leading experts, who will help you craft the right cloud business and technology strategy.

Chair: Amy Wohl, President, Wohl Associates

Session One

Cloud Computing Reality Check—Separating Facts from Fiction

There's a plethora of information about cloud computing, and not all of it is accurate. Many solution providers are looking to build cloud strategies, and getting the best and most up-to-date information is critical to ensure success. In this session, five industry experts will present the market realities followed by a discussion of key findings, market directions and advice for VARs.

Moderator: Amy Wohl, President, Wohl Associates

Judith Hurwitz, CEO and President, Hurwitz & Associates

Jeffrey M. Kaplan, Managing Director, THINKstrategies Inc.

Phil Wainwright, CEO, Procullux Ventures

Stuart Williams, SBQ Practice Manager, Technology Business Research

Session Two

Making Money in the Cloud – Fact or Fiction...Getting Your Share

Clearly there's growing demand for cloud computing services such as software-as-a-service (SaaS), but how can your company capitalize on this demand? Solution providers need to understand how to develop and deliver these cloud services, focus on the ones that will provide value to their customers, and understand the business needs of their clients. This session will cover the basics of how to succeed in this emerging market.

Moderator: Rauline Ochs, SVP and Managing Director IPED, Everything Channel

John Barnes, Chief Technology Officer, Model Metrics

Jon Hallett, CEO, Cloud Sherpas

Glenn Weinstein, CTO, Appirio

Content Tracks

CLOUD COMPUTING (CONTINUED)

Session Three Cloud Vendors: How to Pick the Right Partners

For solution providers, a key to success in the cloud computing market is selecting the right vendor partners. This session will look at how VARs can make a business and technology assessment of the entrenched cloud vendors who staked early claims to the market, as well as the newcomers. It will provide a roadmap for solution providers and IT executives to align with the right vendor partners and assess their existing technology suppliers.

Moderator: Bobby Napiltonia, SVP Worldwide Sales and Alliances, eMeter

Adam Caplan, Founder & CEO, Model Metrics

Chris Pyle, CEO, Champion Solutions Group

Saideep Raj, Global SaaS Practice, Accenture

Glen Stoffel, Vice President of Business Development, Bluewolf

Content Tracks

CRN TEST CENTER

Are You Ready for the Coming Tech Refresh Cycle: Assess, Purge & Perk Up Your Product Portfolio

Tight budgets have forced many companies to delay spending on upgrades of core technology such as applications and operating systems, networking gear, security and storage. But as the economy gets better and vendors introduce new and interesting products, customers are poised to upgrade equipment that in some cases is five to seven years old. In this track, the CRN Test Center will look at some of the more interesting new product releases that can help VARs profit from the refresh and offer customers much-needed new capabilities.

Chair: Ed Moltzen, CRN Managing Editor, Everything Channel

Session One

Opportunities Around the Much-Anticipated Technology Refresh

This session will look at breakthrough products and technologies that can turn a refresh into strategic advantage. In particular, viewers will see a demonstration of the SR-71 SpeedServer by ION Computer, built with two-dozen Intel Solid State Drives. Take a step-by-step walk-through that will show how one system builder has become a world leader almost overnight using off-the-shelf technology less than two years old. The session will also examine advances in virtualization, supported by today's hardware, and demonstrate how to take a low-end server and deliver high-end solutions that drive competitive value.

Moderator: Ed Moltzen, CRN Managing Editor, Everything Channel

Edward Correia, CRN Technical Editor, Everything Channel

Session Two

Windows 7, Ubuntu 10.04, iPhone 4.0, Office 2010 and More: Winning Business and Helping Customers with Today's New Platforms

Strip away the hype and here's what you have: Today's new client platforms offer more power to get more done than ever before. In this session, the CRN Test Center will look at some of the most high-profile products on the IT landscape, with an eye toward transforming the enterprise and differentiating any business from its competitors.

Moderator: Ed Moltzen, CRN Managing Editor, Everything Channel

Edward Correia, CRN Technical Editor, Everything Channel

Session Three

The Latest in Data Protection Technologies

As cybercrime continues unabated and regulations force companies of every size to have security controls in place, security and storage vendors have introduced a raft of new products and are upgrading some flagship offerings. This session will explore the new backup, data de-duplication and threat management products and how VARs can sell these capabilities to their customers. The CRN Test Center will show solutions that rely on traditional deployment, virtualized deployment and best practices that can bullet-proof enterprises as well as SMBs.

Moderator: Ed Moltzen, CRN Managing Editor, Everything Channel

Edward Correia, CRN Technical Editor, Everything Channel



Content Tracks

CUSTOM SYSTEMS

Component Selection and System Building for Small, Medium and Large VARs

Falling system prices have had a dramatic impact on the system builder market. But it's thriving nonetheless because vendors are offering customers low-cost, reliable servers, desktop, notebook and storage systems. This track—focused on components from today's leading processor, board, software, operating system, display and storage vendors—will help solution providers set a roadmap for success in the coming year. It will also provide insight into how custom systems builders must adjust their business models to survive.

Chair: Shirley Turner, CEO & President, Black Lab Marketing

Session One **The Year Ahead In Computing**

This session will explore the big systems and semiconductor issues for 2011. Find out what will be the hot—and cool—processors. Discover what's next for multicore, what market discontinuities lie ahead, how emerging mobile concepts such as tablets and smartbooks will fare, what role GP-GPU computing will play, and where ARM-based servers are going.

Moderator: Rick Merritt, CRN Editor at large, EE Times

Nathan Brookwood, Principal, Insight 64

Dean McCarron, Principal, Mercury Research

Session Two **Staying Alive in the Custom Systems Builder Market**

The common perception is that the system builder market is dying. The truth is that the market is still evolving—and a place where providers can derive a healthy revenue stream. In this session, resellers will discuss how they've evolved and grown in this market, and how they've stayed competitive. Learn how expanding a line card with incremental services can help your bottom line and increase customer care and satisfaction.

Moderator: Shirley Turner, CEO & President, Black Lab Marketing

Chris Morley, CTO, MAINGEAR Computers

Frank Raimondi, Executive Director, NASBA

Todd Swank, VP of Marketing, Nor-Tech

Content Tracks

DATA CENTER & GREEN IT

The Right Approach for Data Center Design, Including The State of Green IT

The data center is being reinvented today, and our experts will discuss and debate the right approach for data center design including the state of Green IT and its associated cost savings. A special focus will be placed on the newest data center server, storage and network products. Sessions also include advice for VARs who are facing increasing pressure to offer their customers outsourced data center services, and the cloud's impact on data center design and management. VARs need to answer the question: Should we really be selling servers to our customers?

Co-Chairs: *David Mancusi, Chief Data Center Architect, Axis Point;*
Howard Marks, Chief Scientist, DeepStorage.net

Session One

The Evolution of the Data Center Network

For years, data centers have had separate storage and data networks, with separate teams to manage them. Every few years bigger and faster switches replace older ones, but the architecture remained. Server virtualization created not just higher bandwidth requirements but workload mobility, making physical port profiles problematic. Add in the ability to converge the storage and data networks and the data center network will change more in the next 18 months than in the past 10 years. This session will look at issues such as DCB and the lossless network, FCoE, iSCSI and converged network technology, managing bandwidth on shared 10Gbps links, and other topics.

Moderator: *Howard Marks, Chief Scientist, DeepStorage.net*

Ethan Banks, Founder, PACKETattack

Russ Fellows, Senior Analyst, The Evaluator Group

Chris Gerhardt, President, Denali Advanced Integration

David Mancusi, Chief Data Center Architect, Axis Point

Session Two

Next Gen Server Architectures

Data centers are undergoing rapid change as more companies turn to virtualization, consolidation and cloud computing. What impact will the next generation of server architectures have on the data center? This session will look at solutions such as Intel's code-named Nehalem and Cisco's Unified Computing System (UCS). Issues to be covered include how these technologies compare with previous architectures, what they really offer to organizations, and how they scale.

Moderator: *Frank Raimondi, Executive Director, NASBA*

Kevin Houston, Founder, BladesMadeSimple.com

Howard Marks, Chief Scientist, DeepStorage.net

Jessica R. Geis, CEO, BlueChipTek

Content Tracks

INTERNATIONAL

Channel Transformation Creates Global Opportunities

This track will help solution providers, vendors and IT executives understand the business and technology trends impacting the global channel today. The track sessions will provide expert insight into the key market drivers throughout Europe and tackle the issues surrounding the key Asian markets. Speakers include leading channel executives, consultants and analysts who have a unique understanding of their national and regional IT marketplaces. Participants will gain a deep understanding of changing channel business models throughout Europe and Asia along with an assessment of the key technology trends including cloud, PC refresh, virtualization, mobility, infrastructure and many more. In addition, panelists and speakers will address the IT outlook and economic factors for their respective regions.

Chair: *Bob Snyder, MD, Channel Media Europe Ltd.*

Session One **Transforming the Channel**

The trend to create solution providers out of resellers has migrated from the U.S. to Europe, where each market reacts in a slightly different way and on its own time schedule. Europe is generally advanced in applications, and the role of the channel is often more technical. This session, featuring experts based in France, Germany, Austria, the U.K. and other countries, will look at the hottest solution categories and how European solution providers are emerging, adapting and transforming channel offerings.

Moderator: *Bob Snyder, MD, Channel Media Europe Ltd.*

Leahanne Hobson, Owner, Alinea Partners Consulting

Keith Humphreys, Managing Consultant, euroLAN

Francis Tchertoff, Senior Partner, Channel Experts

Helen Wood, Director, ResolutionsMSP

Session Two **Asian Solution Provider Opportunities**

The Asia-Pacific IT services market will reach \$48.7 billion in 2010, up 9.3%. Financial turmoil in 2009 forced some Asian companies to evaluate new service and delivery pricing models. Now cloud and “everything-as-a-service” sets the scene for a battle between traditional enterprise hardware and software vendors and service providers. This session will explore the various Asian markets and the opportunities they offer to solution providers and vendors.

Moderator: *Bob Snyder, MD, Channel Media Europe Ltd.*

Philip Carter, Research Director, IT Services, IDC Asia/Pacific

Content Tracks

MOBILITY

Inside the Tornado of Disruption and Alternative Delivery of Apps & Information

The days of one size fits all, static hardware-only delivery models have passed, and a new model in mobility is taking the enterprise and public sector markets by storm. Attend this track and learn how to launch a vertical specific mobility-as-a-service strategy while building a progressive ecosystem for mobility solutions.

Chair: *Jack E. Gold, President & Principal Analyst, J. Gold Associates*

Session One

Will Mobility Become A Gateway to the Cloud?

More companies are looking to the cloud and software-as-a-service (SaaS) model to decrease complexity and lower costs. And many service providers are deploying cloud-based solutions, increasing the types and amounts of solutions available and building out the overall ecosystem. But with the millions of mobile devices being deployed, has the SaaS and cloud ecosystem taken the needs of mobility seriously? In this session, learn how the worlds of mobile, SaaS and the cloud are converging. If you're working on a cloud solution and not taking mobility into account, you might be doomed to failure.

Jack E. Gold, President & Principal Analyst, J. Gold Associates

Session Two

There Is No Mobile Business – Only Business That Is Mobile

Many companies and IT suppliers view mobility as a separate business model that requires specialized systems. The truth is, many more functions of mainline systems are becoming mobilized and most solution providers have added mobile extensions to their systems. In the past, mobile devices often were “handicapped” in their ability to access corporate systems. But with the increasing capabilities of current devices, their low cost and incredible popularity, and newly emerging form factors, can mobility really be seen long-term as an independent technology? This session will provide valuable insight on how businesses need to embrace mobility as a component of their plans.

Moderator: *Jack E. Gold, J. Gold Associates*

Tim Bajarin, President, Creative Strategies

Ed Carmody, Director of Mobile Business Solutions, Axis Point

David Krebs, Practice Director for Mobile and Wireless, VDC research

Content Tracks

NETWORKING: VOICE & DATA

Connecting the Clouds of the Future

Today's solution providers face a daunting task of managing the bandwidth demands of their customers whose network needs are growing exponentially. Meeting the data, voice and skyrocketing video needs of customers today requires the management and security of more complex networks. It also requires a deep understanding of the newest technologies that today's leaders and emerging vendors are bringing to market, while keeping pace with the latest certifications customers demand and value. Sessions include the detailed discussion of core networking technologies focusing on switching and routing; telecom and infrastructure trends for the voice-centric needs; and how to meet the intense demands of video.

Chair: *Vince Bradley, President & CEO, World Telecom Group*

Session One

Mobility + Cloud = Convergence in Telecom

Now that the Cloud is upon us and we virtually have ubiquitous 4G service in the metro nationwide, with LTE coming next year, true convergence finally exists. See how killer apps like FMC (Fixed Mobile Convergence) and HDVC (High Definition Video Conferencing) and Unified Communications are moving rapidly into the cloud with new Software as a Service offers being announced every day.

Moderator: *Vince Bradley, President & CEO, World Telecom Group*

Khali Henderson, Editor in Chief, PHONE+ magazine

Sheila McGee-Smith, President & Principal Analyst, McGee-Smith Analytics

Peter Radizeski, President, RAD-INFO

Session Two

The Data Center LAN Race: Who Will Win & Who Will Get Left Behind

Networking experts say the data center LAN is in play today, with customers and partners placing strategic bets on who will be the long-term winner. This session will take a close look at pivotal vendors in the market including Cisco, Juniper, HP, Dell, Brocade, Force10, Enterasys and Extreme. Find out what these vendors have to offer in the data center LAN space and learn more about their strategic outlook.

Moderator: *Jim Metzler, VP, Ashton Metzler & Associates*

Keith Humphreys, Managing Consultant, euroLAN

Matthias Machowinski, Directing Analyst, Enterprise Voice and Data, Infonetics

Ray Mota, PhD, Managing Partner, ACG Research

Eric Suppiger, Managing Director, Signal Hill Group

Content Tracks

NETWORKING VOICE & DATA (CONTINUED)

Session Three CIO Perspectives: Is the Network Strategic?

Surely the cloud, virtualization, video, mobility and unified communications initiatives are having a huge impact on today's networks. But do IT executives today view the network as strategic, or just a platform they must maintain? In this session, hear leading CIOs discuss whether or not the network is considered a game changer at their organizations, how they view the network, and what that means when it comes to investments and support.

***Moderator:** Jim Metzler, Vice President, Ashton Metzler & Associates*

Glenn Leatherwood, Manager of IT Architecture, Valmont Industries, Inc.

Jim Murphy, Director of IT, City of Quincy

Dustin Trager, Director IS Operations, Securities America

Content Tracks

SECURITY TECHNOLOGIES

From the Foundation to the Forefront of IT Security — a Roadmap for Success

As organizations embrace new technologies such as Web 2.0, smart phones and cloud computing, the security concerns and controls around them become paramount. This expert-led track will outline how VARs can help organizations tackle these problems in three parts: 1) Identify and understand a client's security requirements; 2) Explain how VARs can offer risk-based testing to their clients; and 3) Address how VARs can help SMBs plug security holes with patch management.

Co-Chairs: *Kelley Damore, CRN Editorial Director, Everything Channel*
Edward Hamilton, Head of Information Security & Assurance, Analysis Mason

Session One

Procure, Identify and Understand Your Clients' Security Requirements - Maximize the Opportunity

Organizations know they have to keep their information secure, but security is often seen as a hassle. The security industry is doing little to dispel this perception: Outsourcers aren't embedding appropriate security within bids because of worries that security will make them too expensive; system integrators are reselling security products with little knowledge or capability; and resellers are jumping on the latest bandwagon without understanding the market. This session will identify the key issues organizations are experiencing when procuring secure solutions; outline the requirements to increase professionalism within the industry, enabling providers to add value and increase deal size and margin; and define a way to enable outsourcers, system integrators and resellers to work together to provide the secure solutions that clients require.

Moderator: *Ed Hamilton, Head of Information Security & Assurance, Analysis Mason*
Andy Bryars, Security Consultant, Sysec Ltd
David Dadian, CEO, powersolution.com

Session Two

Hackernomics and Gateway Data

Figuring out how hackers think and what their goals are can help organizations better protect their systems and data from attacks. This session will describe how attackers examine software programs to look for security weaknesses, and explains the economics of software risk for organizations. It will explore the laws of hackernomics and help companies think like hackers so they can build better defenses for their networks.

Hugh Thompson, Chief Security Strategist, People Security

Content Tracks

SECURITY TECHNOLOGIES (CONTINUED)

Session Three Responsible Patch Disclosure

A significant portion of all security breaches are because of poor patching. Sometimes organizations fail to apply patches, and in some cases vendors know of security weaknesses in their products but don't communicate these weaknesses to customers. Government agencies and large corporations are now starting to demand that their vendors have a responsible patch disclosure policy, and that it's implemented rigorously. This session will look at what responsible patch disclosure is and how it can be implemented.

***Moderator:** Kelley Damore, CRN Editorial Director, Everything Channel*

Stefanie Hoffman, CRN Security Editor, Everything Channel

Diana Kelley, Partner, Security Curve

Jason Miller, Data & Security Team Leader, Shavlik Technologies

Ed Moyle, Partner, Security Curve

Content Tracks

SOCIAL COMPUTING

Leveraging Social Computing as an Important Business, Marketing and Customer Engagement Tool

This track features an overview of why social computing is important today as a business tool; case studies of leading edge VARs who are having success with social computing platforms as sales and marketing tools; and a discussion of what's on the horizon of social computing.

Chair: Heather K. Margolis, President, Channel Maven Consulting

Session One Why is Social Media Important and How Should You Use It?

Social media tools are emerging as important business assets. But it's not about tweeting or frivolous blogging. The real business value of social media is about engaging with your customers and extending your brand into markets where barriers to entry were once too high. This session will discuss the tools, skills and focus companies need to leverage this new way of engaging customers.

Heather K. Margolis, President, Channel Maven Consulting

Session Two Separating Facts from Fiction

In this session, leading-edge solution providers that are having success with social computing will discuss their mistakes as well as their triumphs. It will feature case studies and practical advice on how you can apply social media inside your organization, and describe how you can develop these solutions for your customers.

Moderator: Jon Wortmann, Principal, Muse Arts, LLC

Marvin Dejean, Director of Marketing, United Data Technologies

Jessica DeVita, CEO and President, ÜberGeekGirl

Josh Gibbs, Assistant Director of Marketing and Social Media, SharedVue

Dave Sobel, CEO, Evolve Technologies

Session Three The Future of Social Computing: Defining What's Next

By using social media, customers can tell solution providers and vendors about their experiences, including what they like and don't like about a particular product or technology. But what's next for social computing? In this session, leading experts and practitioners will provide their views on what they expect to see and how social media are being woven into the fabric of all products and services sold by solution providers.

Moderator: Mitch Lieberman, President and CEO, Comity Technology Advisors

Rick Burnes, Inbound Marketing, HubSpot

Mike Dubrall, Managing Director, Gilwell Group

Chris Pape, Executive Creative Director, Genuine Interactive

Content Tracks

STORAGE

Managing the Mountain

VARs are scrambling to meet the storage needs of their midmarket and enterprise customers, who face increasing corporate governance, regulatory compliance and litigation support (e-discovery) issues here and abroad in both the public and private sectors. Storage hardware, software, and architectures continue to be the most significant line element in the IT budget. Three major trends are in the crosshairs of today's storage-savvy solution provider.

Chair: Mark Ferelli, Editor in Chief, Computer Technology Review

Session One Energizing the Data Center

The data center is changing as IT infrastructure evolves to meet the overwhelming demand for high capacity and maximum availability. This session will take a look at how emerging technologies and strategies such as cloud storage and storage optimization enable data center managers to help meet their organizations' constantly changing business needs.

Moderator: Mark Ferelli, Editor in Chief, Computer Technology Review

Thomas M. Coughlin, President, Coughlin Associates

Tam Dell'Oro, President and Founder, Dell'Oro Group Inc.

Greg Knieriemen, Vice President, Chi Corp.

Session Two Deduplication 2.0

The first wave of deduplication technology has hit the data center, and the next wave is fast approaching. In this session, learn about the strengths and limitations of deduplication technology, so that you'll be better prepared for the next generation of products and can help your customers implement these systems as effectively as possible.

John Webster, Senior Analyst, The Evaluator Group

Session Three SRM

Storage resource management (SRM) enables companies to more effectively manage storage and optimize the efficiency and speed with which available drive space is used in a storage-area network. It helps storage managers address the rapid growth of data in the enterprise by identifying underutilized capacity and old or non-critical data that could be moved to less-expensive storage. But how will SRM be leveraged in a world of clouds and unified storage?

Moderator: Mark Ferelli, Editor In Chief, Computer Technology Review

Jon Toigo, Managing Principal, Toigo Partners International

Content Tracks

VIRTUALIZATION

The Year of Virtualization Lives On

This conference track will examine the leading trends in virtualization and how virtualized IT environments have become the backbone of cloud and SaaS initiatives at leading organizations. Industry experts, analysts and consultants will examine the key trends in virtualization, including how VARs can leverage the technology to improve their customers' productivity and service qualities, while helping them to manage internal clouds. Sessions will touch on trends in desktop, server virtualization and backup in addition to best practices and case studies of how VARs help customers change business processes to accommodate virtualized environments.

Chair: Barb Goldworm, Founder, President & Chief Analyst, FOCUS, LLC

Session One **Top Trends in Virtualization – Past, Present and Future**

Which strategies have worked in virtualization, and which have not been as successful? What challenges still remain for companies looking to adopt virtualization, and what are the key emerging technologies? This session will look at the major trends of the past and present and peer into the future of virtualization. Find out what's hot today and what will be successful tomorrow, as well as how the vendor landscape is shaping up.

Barb Goldworm, Founder, President & Chief Analyst, FOCUS, LLC

Session Two **Building on the Virtual Infrastructure - Best Practices for Virtualizing Servers, Desktops, Storage and the Cloud**

Many organizations have launched server virtualization projects and are looking to move to the next level. This panel of analysts will share best practices for creating a virtual infrastructure that can evolve into a well-managed private cloud. Discussion topics include the implications of virtualization on storage and network infrastructure; how server virtualization differs from desktop virtualization and what it takes to succeed at both; and how VARS can help their customers take full advantage of the latest virtualization technologies.

Moderator: Barb Goldworm, Founder, President & Chief Analyst, FOCUS, LLC

Rob Enderle, Principal Analyst, Enderle Group

Marcia Kaufman, Partner & COO, Hurwitz & Associates

Speaker Bios

CONFERENCE CHAIR

**Robert C. DeMarzo**

Robert C. DeMarzo, dubbed “The Channel Man,” has spent most of his career helping Solution Providers and IT Professionals analyze the most complex issues facing their businesses. With topics ranging from choosing a technology platform, to picking vendor partners or deciphering the business landscape, DeMarzo has delivered voluminous insight on the web and in the pages of CRN and VARBusiness for more than 20 years. Today, he serves as Senior Vice President and Editorial Director of Everything Channel, a United Business Media company that serves more than 1 million individuals in the IT channel community.

He oversees content creation and development for Everything Channel’s events, web and print publications. He also oversees all of the group’s major editorial research projects, such as the Annual Report Card survey and its major lists, including the VARBusiness 500, CRN Fast Growth and Channel Chiefs.

KEYNOTE SPEAKERS

**Tiffani Bova**

Tiffani Bova is Research Vice President with Gartner Inc., where she conducts research in the area of worldwide indirect channel programs and sales strategies. Ms. Bova’s area of specialization includes the development of comprehensive indirect channel programs (recruitment, enablement, tools), go-to-market sales coverage models, the impact of alternative models on the traditional channel, and trends in IT distribution. She spends a significant amount of time with IT vendors looking to launch or enhance an existing channel program, improve the leverage of their distribution partners, and expand their reach in the global market. Ms. Bova has 15 years of experience in the IT industry. Prior to joining Gartner, she was responsible for the strategy and execution of indirect channel programs and sales revenue for Gateway’s Professional Business Unit. Ms. Bova has held management roles in companies such as Interland, Affinity Internet, Inacom/Vanstar, and Sprint.

**Nicholas Carr**

Nicholas Carr is an author, speaker and IT pundit. He writes on the social, economic, and business implications of technology and he is the author of the best-selling business books *The Big Switch: Rewiring the World, from Edison to Google*, *Does IT Matter?*, and *The Shallows: What the Internet Is Doing to Our Brains*. He has written for many periodicals, including *The Atlantic Monthly*, *The New York Times Magazine* and *Wired* and he has been a columnist for *The Guardian* and *The Industry Standard*. Carr is a member of the *Encyclopedia Britannica*’s editorial board of advisors and is on the steering board of the World Economic Forum’s cloud computing project. Earlier in his career, Carr was executive editor of the *Harvard Business Review* and a principal at Mercer Management Consulting. Carr has written a personal blog, *Rough Type*, since 2005. He holds a B.A. from Dartmouth College and an M.A., in English and American literature and language, from Harvard University.

Speaker Bios

KEYNOTE SPEAKERS (CONTINUED)



Mark Cuban

Mark Cuban is best known as the owner of the Dallas Mavericks basketball team and as a high-tech innovator. Cuban sold his VAR business to CompuServe in 1990 before moving on to create Audionet (Broadcast.com), purchase the Dallas Mavericks, launch HDNet, and manage investments in a variety of high-tech companies. Today Cuban is an active investor in leading and cutting-edge technologies and continues to be a sought-after industry speaker.



Steve Dallman

Steve Dallman is Vice President, Sales and Marketing Group General Manager, Worldwide Reseller Channel Organization (RCO) Intel Corp. Dallman has held a number of sales and marketing and management positions at Intel, including Director of Channel Sales and Marketing for North America, Distribution Sales Manager for the Americas and Regional Sales Manager for the Northwestern U.S. and Canada. Prior to joining Intel, Dallman held engineering positions with Hughes Aircraft and Beckman Instruments. Dallman received his bachelor's degree in electrical engineering from California State University, Fullerton. He has been named one of the Top 50 Channel Executives by industry trade publications four times and Channel Executive of the Year in 2005.



Robert Faletra

Robert Faletra is Chief Executive Officer of Everything Channel, a UBM company. Faletra oversees a growing and diverse portfolio of media, services, events and research for channel and IT executives. Faletra is widely viewed as one of the top authorities in the technology marketplace with more than 20 years of experience in the high-tech channel and partner ecosystem. He is highly sought after by both startup firms as well as today's industry leading companies to help them conceptualize and build strategic channel initiatives, go-to-market strategies or gain a competitive advantage by understanding where the technology marketplace is headed.

Since taking on the leadership of CMP Channel in 2001, Faletra has diversified Everything Channel's portfolio, transforming it from a media-centric organization to a broad-based provider of channel services and events. Under his leadership, Everything Channel has made strategic acquisitions in the events and content-syndication markets and invested in organic initiatives in demand generation, research and education.



Kevin Johnson

Kevin Johnson joined Juniper Networks in 2008 as Chief Executive Officer and a member of the board. Prior to joining Juniper, Mr. Johnson served in various leadership roles at Microsoft including President of the Platforms & Services Group, and Vice President of Worldwide Sales & Marketing. Prior to Microsoft, Johnson worked in IBM's Systems Integration and Consulting business. Mr. Johnson served as a founding member of the board of directors of NPower, a nonprofit organization that helps other nonprofits benefit from the use of technology; and as a member of the Western Region Board of Advisors of Catalyst, a nonprofit organization dedicated to women's career advancement. Mr. Johnson has been appointed by the President of the United States to serve on the National Security Telecommunications Advisory Committee (NSTAC). He also serves on the Board of Directors of Starbucks Coffee Company.

Speaker Bios

KEYNOTE SPEAKERS (CONTINUED)

**Jeffrey M. Kaplan**

Jeffrey M. Kaplan is the Managing Director of THINKstrategies, a strategic consulting firm focused on the business implications of the transition of the technology industry from product-centric to services-driven solutions such as SaaS, Cloud Computing and Managed Services. Kaplan is also the founder of the SaaS and Managed Service Showplace online directories and best practice resource centers.

**Niel Nickolaisen**

Niel Nickolaisen is the Vice President of Strategy and Innovation, Energy Solutions, Inc. He has held executive positions in technology and operations, typically in turnaround roles. Nickolaisen's strategic and tactical alignment model significantly improves returns on technology and business initiatives. He's co-authored a book on Agile Leadership and writes an enterprise CIO column for TechTarget. Accelinnova, a think tank focused on improving organizational and IT agility, counts Mr. Nickolaisen as one of its founders.

**Paul S. Otellini**

Paul S. Otellini is President and Chief Executive Officer of Intel Corp. He became the company's fifth CEO in 2005, succeeding Craig R. Barrett. Otellini previously had served as Intel's President and Chief Operating Officer, positions he held since 2002, the same year he was elected to Intel's board of directors. Otellini joined Intel in 1974. He received a bachelor's degree in economics from the University of San Francisco in 1972, and an MBA from the University of California, Berkeley in 1974.

**David Russell**

David Russell is CEO of MANAGEtoWIN, an integrated online talent management portal that helps motivate people to be more productive, profitable and personally fulfilled in their careers. He is also the CEO of Success With People, where his team trains and certifies leaders in their Level 5 Leader program; organizes Thriving Profit peer groups; manages the Best Tech Workplace survey and provides hiring/employee assessments, coaching, consulting and professional speaking. As such, David has served many companies including Microsoft, Cisco, Intel, Ingram Micro, Tech Data, Autotask, and ConnectWise.

**Enrique Salem**

Enrique Salem is President and Chief Executive Officer of Symantec, a \$6 billion global leader in providing security, storage and systems management solutions. Symantec helps consumers and organizations secure and manage their information-driven world. The company has one of the largest partner ecosystems in the channel today spanning retail to the largest systems integrators. Salem has held a variety of senior management roles at Symantec, giving him broad experience across all products and operations. Before joining Symantec, Salem worked with Brightmail, Oblix, Ask Jeeves, Peter Norton Computing and Pacific Merchant Bank. In 2010, Salem received the Estrella Award by the Hispanic IT Executive Council (HITEC) which recognizes individuals for their vast achievements in the IT industry and in the community.

Speaker Bios

LIVE VENDOR SESSION SPEAKERS



Michael Heegaard

Michael Heegaard is Director, Cloud Computing, IBM Business Partner Organization. Heegaard joined IBM in 1986 after receiving a M.Sc.E from the Technical University of Copenhagen. From 1986 to 2000 he held sales and marketing positions in Nordic Region and in Benelux and he was appointed the IBM Executive responsible for all channel business in IBM Nordic. From 2001 to 2003 Michael assumed the responsibility as Director for Global Marketing Programs for IBM's Storage Systems Division. He returned to IBM Europe as Director for Distribution Channel Marketing and re-joined the European Business Partner Organization in 2005 where he has worked in different sales leadership positions before taking on his current role in 2010.



Meaghan Kelly

Meaghan Kelly is vice president of channel strategy and SMB within the Solution Partners Organization (SPO) – Americas at HP. In this capacity, she is responsible for driving partner growth and HP channel leadership in the small and midsize business (SMB) market. With more than 19 years of strategic business planning experience, Kelly oversees HP's SMB market category and works across the company's three business groups to develop and implement growth strategies with SPO's SMB sales, partner marketing and regional business unit teams. She also chairs the company's SMB Partner Advisory Council as well as the Startup and Venture Capital Advisory Council. Kelly joined HP in April 2008, serving as director of sales development and strategy for SPO, for which she developed and implemented channel sales strategies and managed HP's long-term channel growth and development plans. Prior to HP, Kelly held several strategic business development positions at companies including Quantum, Veritas and Motorola. Kelly has a bachelor's degree in international business and economics from University of Puget Sound in Tacoma, Wash., as well as an international studies merit from Konan University in Kobe, Japan.



Jill Kerr

Jill Kerr is vice president of industry development at CompTIA. She is responsible for North American sales of CompTIA products and services, including membership, events and sponsorships. Kerr has more than 20 years experience in the technology industry and has served in executive leadership positions in both non-profit and for-profit organizations. For 10 years, Kerr served as the President of The ASCII Group, Inc. the nation's largest buying group of independent computer resellers. She was responsible for managing the company's sales and marketing programs as well as overseeing the day-to-day operations. During her tenure, The ASCII Group grew from 400 members to more than 2,000 members in the U.S. & Canada. Additionally, Kerr created and introduced ASCII's popular Sales Boot Camp, a program for which she was profiled in Sales and Marketing Management Magazine.



Kevin B. McDonald

Kevin B. McDonald is Executive Vice President and Director of Compliance Practices at Alvaka Networks, a 27-year strong Network Services and Security leader in Irvine, California. McDonald serves as an advisor to businesses, state & federal legislators, law enforcement leaders, charitable boards, abuse prevention professionals and municipalities. He consults on the issues surrounding advanced technology, physical & logical security, regulatory compliance and organizational development. He is a HIPAA Privacy and Security Expert and a member of the CompTIA HIT, Advisory Council. McDonald is Chairman of the Orange County Sheriff/Coroner's Community Technology Advisory Council (C.T.A.C) and member of the High Tech Crimes Consortium. He has written for or been interviewed in dozens of national publications and he has authored the novel Practically Invisible.

Speaker Bios

LIVE VENDOR SESSION SPEAKERS (CONTINUED)

**MJ Shoer**

MJ Shoer is President & Virtual Chief Technology Officer, Jenaly Technology Group. Shoer started Jenaly Technology Group in 1997. The vision for Jenaly grew out of Shoer's collective experience with a variety of hardware and software technology companies, where he held both sales and technical management positions. These experiences have directly influenced the mission and vision of Jenaly Technology Group. In the global IT community, he serves on the Advisory Committee of The ASCII Group and is a member of the Editorial Board of SMB Books. Shoer is a former member of the CompTIA Board of Directors, Board Secretary, Audit Committee member and member of the

Ad-hoc Selection Committee. Shoer is the author of Hassle-Free Computer Support. He holds a bachelor of arts degree in political science with a concentration in Soviet studies from the University of New Hampshire.

ON-DEMAND VENDOR SESSION SPEAKERS

**Michael Crest**

Michael Crest is general manager for the Recovery Management and Data Modeling customer solutions unit at CA Technologies, responsible for the team that develops, markets, sells and supports the company's ARCserve and ERwin product lines. Michael has more than 20 years of IT industry experience specializing in direct and indirect sales and marketing. A 12-year CA Technologies veteran, he most recently served as senior vice president and general manager of the company's 14-state Northern U.S. territory. Previously, Michael was vice president and regional manager responsible for sales and field marketing for the company's Lake Superior region. Earlier, as regional

vice president for Strategic Accounts and Information Management Solutions, he helped integrate the PLATINUM and Sterling acquisitions into the company. Prior to CA Technologies, Michael spent eight years in management positions at Corporate Express/ASAP Software, a CA Technologies channel partner, where he drove sales and built key relationships with IT sourcing partners. Michael earned bachelor of science degrees in Business Administration and Communications from Minnesota State University, graduating Magna Cum Laude with concentrations in marketing, management information systems and speech communications.

**David Roberts**

David Roberts is vice president of the Americas for the Recovery Management and Data Modeling customer solutions unit at CA Technologies, responsible for driving recruitment, enablement and sales through value-added resellers, large account resellers and distributors across the region. David has nearly 30 years of IT industry and indirect sales experience. Prior to joining CA Technologies in 2010, he served as senior vice president of Americas Sales at Websense Corporation where he spearheaded the implementation of a two-tier distribution model and a global channel program. Previously, David was senior vice president for North American Channel Sales at McAfee Corporation,

leading the company's migration from a direct sales model to an indirect sales model. Earlier, as executive vice president for Enterprise Sales and Professional Services at Corel Corporation, he successfully orchestrated major corporate turnaround initiatives. David also held senior account and program management positions at Microsoft, NEC, and General Dynamics. He earned a bachelor's degree in Business Administration from the University of Texas, Arlington.

Content Tracks

ON-DEMAND VENDOR SESSION SPEAKERS (CONTINUED)

**Randy Cochran**

Randy Cochran is Vice President, Americas Channel Sales at Symantec Corp. He is responsible for Symantec's Enterprise Channel Strategy as well as the Partner Programs for all Market Segments, including: SMB, Mid-Market, XSP, Public Sector, Value Added Resellers (VARs) and National Partners. To date, Cochran has built a strong team which in turn has delivered a world class partner eco-system – one which has earned many industry awards and recognition. Prior to joining Symantec, Cochran was a Managing Partner at Heidrick & Struggles International and a Vice President of Worldwide Sales for PSINet. Cochran has held senior sales management positions at Powersoft, Legent Corporation, VM software and Xerox Corporation. He earned a Bachelor's degree in Business Management from Virginia Tech.

**Rex Wang**

Rex Wang is Vice President of Product Marketing at Oracle where he leads go-to-market activities for grid computing, cloud computing, enterprise architecture, modernization and embedded/OEM products. He joined Oracle through the acquisition of Sleepycat Software, where he was the Vice President of Marketing and led marketing, product management and partner development. Prior to Sleepycat, Rex headed Product Marketing, Strategic Marketing and Alliance Marketing for Openwave Systems. Before that, he was VP Product Marketing at Confer Software and a management consultant for CSC Index. He holds a BSEE degree from Caltech and MSEE and MBA degrees from Stanford University.

Speaker Bios

CONTENT TRACK SPEAKERS



Tim Bjarin

Tim Bjarin is recognized as one of the leading industry consultants, analysts and futurists, covering the field of personal computers and consumer technology. Mr. Bjarin has been with Creative Strategies since 1981 and has served as a consultant to leading hardware and software vendors including IBM, Apple, Xerox, Hewlett Packard/Compaq, Dell, AT&T, Microsoft, Polaroid, Lotus, Epson, and Toshiba. His articles and/or analysis have appeared in USA Today, Wall Street Journal, The New York Times, Time and Newsweek magazines, BusinessWeek and most of the leading business and trade publications.



Ethan Banks

Ethan Banks is an enterprise network engineer and CCIE #20655 (R&S). For well over a decade, he's worked as a consultant, technical team lead, data center architect, and instructor. These days, he's rebuilding a global network for a growing company from the ground up. In his spare time, you'll find him climbing in the White Mountains of New Hampshire, singing in his church choir, blogging at packetattack.wordpress.com, or attending a GestaltIT.com Tech Field Day as a delegate. Follow Ethan via twitter.com/ecbanks.



John Barnes

John Barnes is Chief Technology Officer at Model Metrics. He has earned a national reputation as an application development expert and a leading developer using the Force.com platform, Adobe Flex, and AIR technologies. He leverages the Force.com platform and Visualforce to build custom applications that go far beyond the traditional realm of sales and marketing. He graduated with honors from the University of Nebraska with a Bachelor of Science degree in Information Systems.



Vince Bradley

Vince Bradley is the President of World Telecom Group (WTG), which opened its doors in 1996. WTG is one of the largest master agencies of telecom services with the most diverse portfolio in the United States. Its Energy Division, known as Energent, was founded in 2008 and includes electricity, natural gas and Demand Side Management. Mr. Bradley has served or is currently serving on the advisory boards for PHONE + Magazine's Channel Partners Conference & Expo, AboveNet Communications, ACC Business, Level 3 Communications, MegaPath, Mpower Communications, New Edge Networks, TelePacific Communications and XO Communications among others. Bradley also is a council member of The Gerson Lehrman Group. He holds a Bachelor of Arts degree from UCLA.



Nathan Brookwood

Nathan Brookwood is founder of Insight 64, where he works with clients who value his unique blend of marketing and technology skills. He has been an active participant in the information technology industry since the days of the first transistorized computers and his many responsibilities have included hardware and software development, as well as product and strategic marketing. Nathan is known for his depth of knowledge of the semiconductor industry and he has analyzed and commented on the industry from perches at both D.H. Brown Associates and Gartner/Dataquest. Nathan earned a Bachelor of Science degree at MIT and attended the Harvard Graduate School of Business.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**Andy Bryars**

Andy Bryars is a Security Consultant for Sysec Ltd. He started his career within a large service provider involved in the provision of Managed Services but in the last decade have focused exclusively in the IT security arena. Andy runs the Identity and Access Management (IDAM) team having over 10 years experience with practical elements of the IDAM discipline including a heavy focus on drawing out the project requirements and articulating the most appropriate solution for customers. Andy is also a Director for Sysec Ltd and therefore has a vested interest to ensure delivery, quality and timescales are adhered to.

**Rick Burnes**

Rick Burnes is Inbound Marketing Manager at HubSpot, a leader in marketing software for small- and medium-sized businesses. He leads HubSpot's content marketing team — the group of marketers that uses social media, content and search engine optimization to get HubSpot found by prospective customers. Prior to HubSpot, Rick was co-founder of Faneuil Media, a startup that provided inbound marketing solutions for local businesses. From 2001-2004 Rick worked at NYTimes.com, where he managed the launch of new sections, including search and theater.

**Robert Cagnazzi**

Robert Cagnazzi is Chief Executive Officer BlueWater Communications Group. He has more than 20 years of experience helping companies use technology strategically to beat competitors. Cagnazzi launched BlueWater in 2006 to deliver Fortune 100 caliber solutions to the Enterprise, Commercial and SMB markets. During his career, Mr. Cagnazzi's Entrepreneurial achievements have been recognized by many industry organizations, including VARBusiness Magazine and Ernst & Young. Cagnazzi has served on the advisory boards of Cisco, The National Corporate Theater Foundation, Inwood House, and Farmingdale University.

**Scott Campbell**

Scott Campbell is Assistant News Editor with CRN. For more than 12 years, Scott Campbell has covered a wide variety of channel issues, including mid-market trends, managed services business models, private equity trends and VAR and vendor sales strategies. He has written dozens of cover stories for CRN magazine and received numerous writing and reporting awards. Campbell is based in UBM's corporate Manhasset, NY office.

**Adam Caplan**

Adam Caplan founded Model Metrics in an effort to accelerate the adoption of Cloud Computing within enterprise organizations, with the goal of bringing these companies all the value of the technology, from rapid implementation to ease of use, enhanced analytics, and tremendous ROI. Adam earned his MBA from the Kellogg Graduate School of Management and his undergraduate degree from the Wharton School at the University of Pennsylvania. He is a board member of the Illinois Technology Association and a member of the Kellogg School Entrepreneurship Advisory Board.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**Edward Carmody**

Edward Carmody is the Director of Solutions for Axispoint, Inc. He has over twenty years of experience consulting for enterprise business solutions in a variety of IT computing environments. Ed currently serves as the Director of Mobile Business Solutions for Axispoint, providing P&L ownership, go-to-market vision and overall corporate strategy. Using Axispoint's proprietary Mobility Design Consulting methodology, Ed and his team are expert in architecting, implementing and supporting indoor and outdoor pervasive wireless that deliver real-time services. Ed was a founding member of the Cisco Industry Steering Council for Mobility Advisor, and currently serves as the Cisco Partner Virtual Team for Mobility.

**Philip Carter**

Philip Carter is a Research Director for IDC's Asia/Pacific Practice Group. Based in Singapore, Philip leads IDC's Asia/Pacific syndicated and custom research covering IT Services, Application Software, Channels, Green IT & Sustainability. He is tasked with identifying emerging trends, new business & pricing models and assessing how these interconnect with the software and hardware markets along 'solution lines'. Philip also leads IDC's Asia/Pacific Green IT & Sustainability research. Prior to joining IDC, Philip spent seven years with SAS Institute. Philip holds an honors degree in Business Science, majoring in economics and law from the University of Cape Town, South Africa.

**Edward J. Correia**

Edward Correia has been in the computer industry since 1980, when he started as a sales clerk in a computer and video store. In the three decades since, he has accumulated a diverse set of experiences, including news reporting, feature writing and editing, public speaking, and management of complex technical projects. He's familiar with a broad array of technologies and platforms including Java, Linux, Netware, Windows Server and Mac OS X. In 1995, Eddie co-founded the CRN Test Center, serving as its technical editor until 2000. During a 10-year hiatus from CRN parent company CMP, he served as editor of Software Test and Performance magazine and executive editor of SD Times. In March, 2010, he once again became technical editor of CRN, which is now part of UBM.

**Tom Coughlin**

Tom Coughlin is President of Coughlin Associates, a provider of market and technology analysis (including reports on several digital storage technologies and applications and a newsletter) as well as Data Storage Technical Consulting services. He is a widely respected storage analyst and consultant with over 30 years in the data storage industry. Tom is also the author of Digital Storage in Consumer Electronics: The Essential Guide, which was published by Newnes Press. Tom is active with SMPTE, SNIA, IDEMA, the IEEE Magnetics Society, IEEE CE Society, and other professional organizations and he is the founder and organizer of the Annual Storage Visions Conference.

**David Dadian**

David Dadian is the founder and CEO of powersolution.com a Solutions Provider, MSP and Application Development company based in HoHoKus, NJ. The company focus is design, engineering and deployment of secure, reliable and stable corporate network infrastructures. Providing data security solutions and services, managed services, consulting services and application development services, which focus on delivering cloud based applications. His passion for solving client's security and business issues, through the proper application of policies and technology is only exceeded by that of his passion for spending time with his family.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**Kelley Damore**

Kelley Damore has covered the IT industry for 18 years, half of which has been with CRN and Everything Channel. As Vice President, Editorial Director, she oversees editorial operations and strategy for Everything Channel. In this role, Kelley will continue to execute on the company's vision of producing premier content across online, print, virtual and live events, while expanding and enhancing the company's online community.

**Marvin Dejean**

Marvin Dejean is the Director of Marketing at United Data Technologies one of the fastest growing IT firms in the United States. He leads the company's integrated marketing efforts, combining both online and offline tactics to reach a myriad of target audiences. Marvin is also responsible for all corporate communications and branding initiatives for the company. He works closely with UDT's top tiered vendors such as Hewlett-Packard, Cisco, Intel, EMC and Dell to develop commercial and public sector campaigns that drive value-added incentives to end-users. Dejean is a renowned speaker, author and digital marketing strategist.

**Tam Dell'Oro**

Tam Dell'Oro is the founder and president of Dell'Oro Group, a research and consulting firm that specializes in business planning and strategic competitive analysis in the networking and telecommunications industry. She developed Dell'Oro Group's research methodologies and customer-focused processes to deliver the highest quality data network and telecom research. Ms. Dell'Oro covers the Network Adapters and SAN market research programs and oversees all of Dell'Oro Group's research programs. Ms. Dell'Oro received a B.S. degree in International Business from Santa Clara University and an M.B.A. in Strategy and Marketing from the University of Chicago.

**Jessica DeVita**

Jessica DeVita established ÜberGeekGirl in 2005 to simplify technology for VIP clients in Los Angeles. With over 12 years of experience and a natural Midwestern knack for hard work and discretion, she makes technology easier and more productive for businesses and celebs alike. When not simplifying electronic life, Jessica goes hiking with her physicist husband and two wonderful sons.

**Daniel DiSano**

Daniel DiSano has been President and CEO of Axispoint since June 2002. Under Mr. DiSano's leadership, Axispoint has experienced twentyfold organic growth. Mr. DiSano plans to continue the growth initiatives he has established at the company in order to further develop Axispoint's brand both domestically and internationally. Prior to Axispoint, Mr. DiSano served as an officer at HQ Global Workplaces, the world's leading provider of serviced offices. Mr. DiSano helped grow the company from \$40 million to over \$600 million in sales. Mr. DiSano was invited by President Barack Obama to join the TMTC (Technology, Media and Telecom Committee) where he assisted the Campaign in writing technology policy.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)



Mike Dubrall

Mike Dubrall is Managing Director, Gilwell Group which provides training, research, consulting, and enablement services to help organizations measure, manage, and improve partnership productivity through the use and understanding of Channels 2.0 products and tools.



Rob Enderle

Rob Enderle is President and Principal Analyst of the Enderle Group. An Internet search of media quotes validates Rob Enderle as one of the most influential technology pundits in the world. Leveraging world-class IT industry analysis skills honed at DataQuest, Giga Information Group, and Forrester Research, Rob seized upon the power of the information channel as a conduit to reach business strategists and deliver valuable, experienced-based insight on how to leverage industry advances for maximum business advantage. For over 20 years Rob has worked with companies such as Microsoft, HP, IBM, Dell, Toshiba, Gateway, Sony, USAA, Texas Instruments, AMD, Intel, Credit Suisse First Boston, ROLM, and Siemens.



Russ Fellows

Russ Fellows is a Senior Analyst with Evaluator Group. He is responsible for leading research and analysis of product and market trends for NAS, virtual tape libraries and storage security. He is also the primary analyst for coverage of selected open-system arrays and virtualization products. Russ is a successful, well regarded industry professional with 20 years of high technology experience. This includes including product design, product development, systems engineering, business strategy development, competitive analysis and portfolio management within both the vendor and end-user groups.



Mark Ferelli

Mark Ferelli, Editor in Chief, Computer Technology Review and CTN, was a leading expert in the storage industry having worked as a consultant and editor in the market for more than 20 years. His specialties included storage hardware, software, security, architectures, protocols, data management, and the vertical applications that depend on them, including regulatory compliance, litigation support and corporate governance.



Jessica R. Geis

Jessica R. Geis, Chief Executive Officer of Blue Chip Tek, Inc. is a people and technology enthusiast. She founded Blue Chip Tek, Inc. a Silicon Valley based technology VAR and Professional Services company in 2002 with a goal of becoming a business enablement tool for Blue Chip's customers. Her experience selling products and services to high tech manufacturing companies, alternative energy companies and some of the hottest web and ecommerce companies birthed in the Valley gives her a unique view into how technology decisions are being made and what's most important to customers when building out their datacenter infrastructure.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)



Christopher Gerhardt

Christopher Gerhardt is President of Denali Advanced Integration. He has more than 20 years experience in technology, and more than 12 years as an executive in technology. Chris joined Denali in January 2007. Since then he has driven double digit growth while managing costs. He has led Denali from being a VAR with technology services capability, to a technology solutions and services company that is #247 of the VAR 500 nationwide. Prior to Denali, he was an executive at Washington Mutual where he led the Platforms, Architecture, and Production Operations shared services groups. Chris has worked in the technology services, financial services, insurance, healthcare, and telecommunications industries and led small, mid-sized, and large complex organizations in delivering technology solutions throughout his career.



Josh Gibbs

Josh Gibbs is the Assistant Director of Marketing and Social Media for Everything Channel, focused on sales and marketing content strategies. He is proficient in search engine marketing and optimization, web marketing, marketing automation and lead generation. Prior to Everything Channel's acquisition of SharedVue in April 2010, Josh was the Director of Web Marketing, working primarily on the company's marketing automation, content syndication and demand generation platform.



Jack E. Gold

Jack E. Gold is Founder and President at J.Gold Associates, LLC, a technology industry analyst firm. Mr. Gold has over 40 years in the computer and electronics industries, including work in imaging, multimedia, technical computing, consumer electronics, software development and manufacturing systems. He is a leading authority on mobile, wireless and pervasive computing, advising clients on business analysis, strategic marketing and planning, architecture, product evaluation/selection and enterprise application strategies. Before founding J. Gold Associates, he spent 12 years with META Group as a Vice President in Technology Research Services. He also held positions in technical and marketing management at Digital Equipment Corp. and Xerox. Mr. Gold has a BS in Electrical Engineering from Rochester Institute of Technology and an MBA from Clark University.



Barb Goldworm

Barb Goldworm is Founder, President & Chief Analyst of FOCUS, LLC, a research, analyst and consulting firm focused on virtualization, systems, and storage. She is a well-known industry expert and has held senior management, technical, marketing, sales and industry analyst positions with IBM, StorageTek, Novell, Enterprise Management Associates. In addition to giving regular keynotes at many virtualization, datacenter and storage events throughout North America, Barb is on the advisory board for CloudConnect.



Jon Hallett

Mr. Hallett is the CEO of Cloud Sherpas. Cloud Sherpas helps clients procure cloud software and then enhance client value creation through cloud migration, cloud management, and cloud application development services. Prior to Cloud Sherpas, Hallett was Executive Chairman at Northridge Systems, a leading provider of collaboration solutions to large and midmarket enterprises. Hallett also was a company director at IT solutions firm mindSHIFT Technologies. Earlier he held management positions at AppNet (acquired by CommerceOne) and was CEO at NMP, a consulting, SaaS and managed services company. He remains Chairman of Northridge and also serves as independent director of Vocalocity.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**Edward Hamilton**

Edward Hamilton is head of Analysys Mason's Information Security and Assurance practice. He has 18 years' experience working within IT and telecoms, of which the last 13 have been providing information security services to clients in both the public and private sectors. Before joining Analysys Mason, Edward ran the Insight Consulting security practice, the global centre of competence for security within Siemens Enterprise Communications. Edward specialises in information security strategy and planning, market analysis, solution design and accreditation, and the procurement of new products and services. He is a UK Government-accredited security consultant and has worked on a numerous security-related projects for government departments and agencies.

**Khali Henderson**

Khali Henderson is editor in chief of PHONE+, a source of industry information for channel partners—agents, brokers, dealers, interconnects, VARs and systems integrators—of converged network-based communications and computing services and associated CPE. Henderson has been contributing to PHONE+ for more than 20 years and has been its Editor in Chief since 1998. She is responsible for the content direction of its online and print publications as well as its twice annual event, The Channel Partners Conference & Expo, which caters exclusively to the communications channel.

**Leahanne Hobson**

With +15 years' management and field experience in the high technology and telecommunications markets, Leahanne Hobson has directed go-to-market strategies and new business development programs for global companies of all sizes. She has held European management positions for Avaya, IBM and Lucent Technologies. Since 2005, Leahanne has run Alinea Partners Consulting, a European new business development network, offering strategic consulting, interim management and go-to-market programs that help companies achieve new levels of growth. Clients include: Microsoft, Dell, Intel, Convergys, Cisco, BASE (a KPN subsidiary), NEC UK, Sun Microsystems, Telekom Slovenije, Avtenta, SIOL, etc.

**Stefanie Hoffman**

Stefanie Hoffman is Security Editor at CRN magazine. She has traveled the globe covering high-profile security threats, malware trends and security industry mergers & acquisitions, partner programs, executive turnover and hot emerging products. Hoffman received a Bachelor's degree in English and Music from Cornell College in Mt. Vernon, IA and a Master's Degree in Magazine Journalism from the University of Oregon, in Eugene, OR. When she's not writing about security, Stefani can be found spending time with her daughter, friends & family, running on San Francisco's Seacliff trails, traveling the world or dancing salsa.

**Kevin Houston**

Kevin Houston has been in the IT field for 14 years focused on x86 servers and software. In October of 2009 he founded BladesMadeSimple.com, which is a blog focused on helping educate people on all things blade servers. In less than a year, BladesMadeSimple has reached nearly 130,000 hits. When he's not blogging, Kevin is Vice President of servers and virtualization for a solution provider out of Atlanta, GA.

Speaker Bios

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**Keith Humphreys**

Keith Humphreys is managing consultant and analyst at euroLAN. Keith has been active in Local Area Networks distribution channels since their inception in Europe after initial experience gained in South Africa. Sales channel management roles in Europe and for US based companies adds to his experience in mid-range computing and connectivity issues. As a consultant with Research, based in the UK, Keith has worked with several major networking vendors in streamlining their European channels and in analyzing their markets and competitors. He holds a degree in Engineering from the University of Westminster.

**Judith S. Hurwitz**

Judith S. Hurwitz is President and CEO of Hurwitz Group, Inc., a consulting firm focused on distributed computing technologies. She is a pioneer in anticipating technology innovation and adoption. Prior to founding Hurwitz & Associates, Judith was a co-founder of CycleBridge, a consulting firm focused on life sciences software. She has also served as a senior IT consultant at John Hancock and Apollo Computer. She is the co-author of *Cloud Computing For Dummies* and several other books. Judith holds a BS and MS degrees from Boston University.

**Marcia Kaufman**

Marcia Kaufman is a founding partner and COO of Hurwitz & Associates, a strategy consulting, market research and analyst firm that focuses on how technology solutions solve real world customer problems. Her primary research focus is on the business value of Cloud Computing, Virtualization, Info Management & analytics, Information Governance, Service Management, and Service Oriented Architecture. Marcia is a frequent presenter at industry events and she writes a blog commentary on software issues. She is a co-author on four retail *Dummies* titles including: *Cloud Computing For Dummies*. Marcia holds an AB from Connecticut College and an MBA from Boston University.

**Diana Kelley**

Diana Kelley is Partner at Security Curve, which was founded in April of 2003 to provide risk-focused advisory services to enterprises and deliver strategic, competitive knowledge to security software vendors. Diana is internationally recognized security expert, strategic advisor, market analyst, writer, and speaker, with 20 years of overall IT security experience. In previous roles she was VP and Service Director for SRMS at Burton Group, the Executive Security Advisor for CA Technologies, and a Manager for KPMG Financial Services Consulting.

**Greg Knieriemen**

Greg Knieriemen is a Vice President for Chi Corporation, a storage VAR headquartered in Cleveland, Ohio. In Greg's 10 years with Chi, the company has grown from a point product sales organization to solution sales organization that has expanded into storage and server virtualization. Greg's focus has been vendor evaluation and development, marketing and social media. Greg is also the co-host of the popular *Infosmack Podcast*, the leading podcast for enterprise technology which is available on iTunes and Google Listen.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**David Krebs**

David Krebs is practice director for mobile and wireless at VDC Research. With more than 10 years of experience covering the markets for enterprise and government mobility solutions, wireless data communication technologies, and automatic data capture research and consulting, Krebs focuses on identifying the key drivers and enablers in the adoption of mobile and wireless solutions in the enterprise. David is a graduate of Boston University (BSBA).

**Glenn Leatherwood**

Glenn Leatherwood is Manager of IT Architecture Valmont Industries, Inc. Initially in Information Systems management for the Air Force's Strategic Air Command, he moved to Gunter AFS AL to develop a global system for the Air Force covering 300 systems, and 30,000 users. In 1998, Glenn joined Valmont Industries. Glenn currently is responsible for developing and launching IT solutions for the global infrastructure and has managed telecommunications agreements, billing, and a majority of software license agreements. Glenn and his wife Teri have three kids. Hobbies include raising birds, photography, and cooking.

**Mitch Lieberman**

Mitch Lieberman is President & CEO, of Comity Technology Advisors. Mitch is recognized by his peers as a thought leader in Social CRM. He has a passion for solving complex business problems by creating the optimal alignment of people, process, and technology. Mitch works with companies of all sizes, helping them leverage social technology to better manage their relationships with individual consumers and/or their business customers. Mitch, formerly Vice-President of Strategic Solutions for SugarCRM, has 15+ years designing and implementing CRM solutions within the telecom, banking, insurance, healthcare and retail industries.

**Matthias Machowinski**

Matthias Machowinski is Directing Analyst, Enterprise Voice and Data at Infonetics. He is a leading expert on enterprise voice and data technologies and end-user buying trends. He has been an analyst in the communications and data networking industry for 9 years, with extensive expertise in communication networks deployed by SMBs and enterprises at the desktop, wiring closet, and network backbone. In addition to authoring regular Infonetics market research reports on enterprise data, voice, and UC, Matthias is a consultant to startups, service providers, manufacturers, and the investment community.

**David Mancusi**

David Mancusi is Chief Data Center Architect for Axispoint, Inc. David has over twenty years of experience providing vision, architecture and consulting for enterprise business solutions in a variety of IT computing environments, most especially in Fortune 100 companies. David currently drives the Solution Development for Data Center architecture at Axispoint. Previously, David served as Global Solutions Director for Microsoft unified communications Solutions for an international technology integrator, providing P&L ownership, go-to-market vision, developing corporate solutions, defining and remediating capability gaps, and contributing to overall corporate strategy.

Speaker Bios

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**Heather K. Margolis**

Heather Margolis is an entrepreneur, part-time foodie, and founder of Channel Maven Consulting. She has led channel programs for companies like EMC, EqualLogic, and Dell. Heather helps channel organizations build smarter channel programs, manage channel relationships to find added value, and engage their communities through social and traditional media. A proud alum of Babson's MBA program, Heather grew up in Massachusetts. She's a six time Pan Mass Challenge rider who can be found riding, hiking, or tearing up the slopes when not helping her clients reach their channel goals.

**Howard Marks**

Howard Marks is Chief Scientist at DeepStorage.net, an independent testing lab and analysis firm headquartered in Hoboken, NJ. The firm evaluates data center technologies and products to help user organizations make better decisions and improve their own data centers. With 25 years experience as a consultant working with mid-market firms, Mr. Marks can cut through the hype to find approaches that will simplify an IT organization. Marks is the author of three books and over 200 articles on network and storage topics. He is a frequent speaker at industry conferences including Comdex, Networks Expo and Interop.

**Dean McCarron**

Dean McCarron is President of Mercury Research, a focused research firm providing clear, concise, and detailed information for PC-related semiconductor and components markets. The company was founded in 1994. Mr. McCarron acquired all of Mercury Research in 2002.

**Sheila McGee-Smith**

Sheila McGee-Smith is the founder and principal analyst at McGee-Smith Analytics. She is a leading communications industry analyst and strategic consultant with a proven track record in new product development, competitive assessment, market research, and sales strategies for communications solutions and services. Her insight helps enterprises and solution providers develop strategies to meet the escalating demands of today's consumer and business customers.

**Rick Merritt**

Rick Merritt, Editor at large, EE Times, has twenty years experience writing about the computer and communications industries. Since 2001, Rick has been the editor at large of EE Times, the leading news weekly for engineers and technical managers. Previously, Rick was the founding editor of OEM Magazine, winner of a Jesse H. Neal award for investigative reporting in 1996. Prior to the launch of OEM Magazine, Rick was a bureau editor for Electronic Engineering Times and Electronic World News in Hong Kong. From 1988-1991 he served as editor of Asian Computer Monthly, a regional magazine for IT managers in Asia.

Speaker Bios

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Jim Metzler

Jim Metzler is widely recognized as an authority on both network technology and its business applications. In over 30 years of professional experience, Jim has worked in virtually every aspect of the networking industry. This includes creating software tools to design customer networks for a major IXC; being an Engineering Manager for high speed data services for a major Telco; being a Product Manager for network hardware; managing networks at two Fortune 500 companies; directing and performing market research at a major industry analyst firm; and running a consulting organization.



Jason Miller

Jason Miller is the security and data team manager for Shavlik Technologies, St. Paul, MN. He leads a team that is responsible for monitoring current threats and vulnerabilities, providing patch management analysis and researching new protection methods through configuration management to help customers secure their network more effectively.



Edward Moltzen

Edward Moltzen is Director CRN Test Center. Moltzen's 25-year journalism career has included assignments ranging from Presidential campaigns to U.S. Supreme Court cases to IBM and Microsoft. He joined the staff of CRN, now part of Everything Channel, in 1995 as an associate editor and has written about all parts of the IT industry and channel since then. Moltzen currently runs the CRN Test Center, overseeing product and technology reviews and analysis for Everything Channel's magazines and CRN.com. Moltzen, a native of Warwick, N.Y., is a graduate of the State University of New York at New Paltz.



Chris Morley

In his role as Chief Technology Officer, Chris Morley manages the entire MAINGEAR product line. He is responsible for development, planning and procurement for all MAINGEAR products, including high-performance desktops, notebooks and workstations, in addition to defining the strategic technology direction for each. Chris also oversees various marketing functions, including MAINGEAR's Community forums, blogs and social Media initiatives.



Ray Mota

Ray Mota is President of ACG Research Group and has 25+ years experience in the telecommunications industry. Dr. Mota brings a talent for complex technical and critical thinking and provides strategic direction, sharp analysis, and expert advice on networking issues. Prior to founding his own company, Ray honed his industry experience and expertise as a user, manager, and network integrator. His experience includes positions with Synergy Research Group, Aberdeen Group, ManageAll, Micros-To-Mainframes, Advanced Technology Group, and Eastman Kodak. He was recently asked to join the prestigious National Energy and Sustainability Institute board, a collaborative effort by MIT, Stanford University, and President Obama's Energy Council.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**Ed Moyle**

Ed Moyle is currently a Senior Manager with Computer Task Group (CTG), which provides information technology (IT) staffing and solutions primarily in North America and Europe. He's also a founding partner of SecurityCurve. Prior to joining SecurityCurve, Ed was Vice President and Information Security Officer for Merrill Lynch Investment Managers (MLIM,) where he was responsible for coordinating all aspects of information security. During his tenure at Merrill, Ed also developed firm-wide cryptographic solutions for secure data transfer, secure key management, authentication, and data integrity. Ed is co-author of Cryptographic Libraries for Developers, and a frequent contributor to the Information Security industry as author & speaker.

**Jim Murphy**

Jim Murphy has served as the Director of Information Technology/Security for the City of Quincy since 1995. He is responsible for managing all aspects of the City of Quincy's Information Systems, Telecommunications, city-wide Institutional Network, Access Control Systems and development of security information policies and standards. Mr. Murphy has over 20 years experience in the Information Technology arena and is a member of the International Government Management Information Sciences Organization (GMIS), Information Systems Audit and Control Association.

**Bobby Napiltonia**

A veteran of 21 years with some of the fastest growing leaders in high tech, Napiltonia has a proven ability to grow companies globally beyond \$1B in annual revenue both directly and through channels. Bobby joined eMeter to make the smart grid a reality. He is responsible for the global distribution strategy and ultimately customer success. Prior to joining eMeter Bobby was the Senior Vice President of worldwide channels and alliances at salesforce.com, the global leader in Cloud Computing. Bobby built the first global partner ecosystem for the Cloud, including alliances with Accenture, Wipro, Deloitte and regional system integrators worldwide.

**Rauline Ochs**

Rauline Ochs brings more than 23 years of experience building technology sales, marketing, distribution and operations teams. As senior vice president and general manager of IPED, Ochs is responsible for the operations, management, strategy and execution of IPED's worldwide channel intelligence, consulting and education services. Prior to joining IPED, Rauline worked with such firms as IBM, Safeco Insurance and Oracle, where she held the position of Senior Vice President, North American Alliances and Channels.

**Chris Pape**

Chris Pape is founder and Chief Creative Officer of Genuine Interactive. Chris recognized the opportunity to develop a new type of digital creative agency focused on converging technologies and social factors: Web, video, social media and mobile. Genuine Interactive helps companies create a dialog with their consumers by using more exact and tightly integrated efforts. Prior to starting Genuine Interactive, Chris co-founded one of New England's most successful interactive agencies, Digital Bungalow. Chris has been the recipient of numerous industry accolades including MITX and W3 awards.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**David Powell**

David Powell is a 14 year veteran of the IT industry, the last eight of which were spent exclusively in Managed Services. Named one of the Top 250 People in Managed Services by MSPMentor, David has worked for 3 of the top 100 MSPs. Since coming to TekLinks, he has helped transition TekLinks from a traditional VAR to a company with a nationally recognized Managed Services practice. David is a frequent speaker on technology and managed services. Additionally, he has a "Tech Tuesday" segment that airs each week on the local CBS affiliate in Birmingham.

**Christopher Pyle**

Christopher Pyle, President & CEO for Champion Solutions Group, began his career with Champion in the trenches as a sales rep in 1986. Over the years, Chris has become the driving force behind the organization's development of key strategic alliances, including becoming a top solution provider for many of the major technology providers. It's his vision and innovativeness that catapulted Champion up the ranks to become a \$100 million organization and one of the most respected solutions providers amongst top technology manufacturers. Recently, Champion launched our Cloud Services division and has been recognized by CIO Zone, ZDNet, ChannelWeb, and others for our leadership in Cloud. Also, CRN named Champion one of the Top Cloud VARs for 2010.

**Peter Radizeski**

Peter Radizeski, is President of RAD-INFO. He started as a BellSouth agent in 1999. Some 10 years and 20+ carriers later, Peter spends his days as blogalyst for TMC in between consulting projects for service providers and carriers. His first book titled SELLECOM, 101 Ideas for Marketing in the Telecom Jungle was released in 2008. He also is a founding member for TCA and former Phone+ Advisory Board member.

**Frank Raimondi**

Frank Raimondi is the Executive Director of NASBA – The Association of Channel Resellers, an IT Channels trade association. With an outstanding background in the IT/PC channels, Frank Raimondi often contributes to companies' plans to expand their business through the channel. Through strong relationships with vendors, distributors and reseller partners, he has the experience to get things done quickly and with quality. Prior to NASBA & Strategic Channel Concepts, Frank was worked at Synnex, Intel and with Apple Computer, where he served in international marketing for over five years.

**Saideep Raj**

Saideep Raj is a Senior Executive in Accenture's Technology organization, based in Philadelphia. His role is the Global Lead of the Accenture Software-as-a-Service (SaaS) practice, responsible for SaaS services across functional domains and across technology platforms. Mr. Raj has advised many clients on cloud strategies from shaping roadmaps and architectures to get started, through to leading transformational change programs. Clients cut across multiple geographies and industries, including high-tech, healthcare, manufacturing, telecommunications and utilities. Mr. Raj received a Bachelor of Engineering from University College London.

Speaker Bios

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**Rory Sanchez**

Rory Sanchez is CEO of SLPowers, a provider of managed IT services, headquartered in South Florida and with offices in Atlanta, GA and Norwalk, CT. SLPowers began delivering managed services as a "flat rate service contract" in 1998 with engineers visiting every site regularly. They quickly embraced remote monitoring and management tools as they evolved and developed, Guaranteed Networks, their managed IT and continuity platform. Today, SLPowers offers various flavors of the "GN" offering, tailored to meet the needs of either corporate clients or SMB.

**Bob Snyder**

Bob Snyder is the Editor-in-Chief of CHANNEL MEDIA EUROPE LTD, content provider and channel consultant to high tech companies in Europe and Middle East. A well-known speaker on European IT and AV industry trends, Bob has been a guest speaker for international leaders as well as research organizations and trade associations. Channel Media Europe publishes several e-newsletters for international channels and Bob still serves as Editor-in-Chief. These channel e-newsletters & portals include: Consumer IT, European Solution Provider (eSP), rAve Europe, Digital Signage News EMEA, ECI and On CE.

**Dave Sobel**

Dave Sobel is the founder and CEO of Evolve Technologies, a consulting firm that provides information technology (IT) and computer networking services to the small business, faith-based and nonprofit communities in Washington D.C., Maryland and Virginia. Evolve Technologies provides a wide array of services including server installation, virus protection, network security, backup services, and complete information technology outsourcing. The first Microsoft Small Business Specialist located in the Washington, D.C. area, Evolve Technologies is a Microsoft Certified Partner.

**Glen Stoffel**

Glen Stoffel is Vice President of Business Development of Blue Wolf. In 2001, Glen joined Bluewolf to start their On-Demand consulting practice as one of the first consulting partners of then upstart salesforce.com, and has been responsible for leading this practice to over 3,000 successful clients. From 1999 to 2001, Glen led Account Management and Sales Operations for SaaS pioneer PrimaryKnowledge (on-demand web analytics). Glen has been working with SaaS solutions before the acronym became widely accepted! Glen has worked with clients such as Dow Jones, Time Inc., & Heineken USA to affect business process change.

**Erik Suppiger**

Erik Suppiger is Managing Director of Signal Hill and a senior research analyst focusing on internet infrastructure, information security, and data services. Erik has performed equity research in internet infrastructure and services for 15 years. He has amassed numerous industry accolades, most recently ranking #1 in Telecommunications Equipment and #2 in Internet & Computer Services in the Wall Street Journal's Best On The Street survey of analysts for 2009. Prior to joining Signal Hill, he was a Managing Director at Pacific Growth Equities where he was a senior research analyst. Before joining Pacific Growth Erik covered networking as a senior research analyst at JP Morgan H&Q. Previously, he held research associate positions at Deutsche Bank DMG Technology Group and at Hambrecht and Quist.

Speaker Bios

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**Todd Swank**

Todd Swank is currently the Vice President of Marketing at Nor-Tech which is one of the largest manufacturers of white box systems and servers in the United States. He is a member of the Microsoft OEM Partner Action Committee and has nearly seventeen years of experience selling technology solutions through the channel. Acknowledged as an industry expert, Swank has been quoted in Channelweb publications on more than 100 different occasions. With a passion for technology and a unique speaking style, Swank will be discussing how to survive and thrive finding niches to exploit in the custom systems market as well as how to prepare for next generation opportunities in Cloud Computing and Managed Services. Full Disclaimer: Todd's enthusiasm is contagious.

**Francis Tchertoff**

Prior to starting Channel Experts, Francis Tchertoff spent 25 years working for some of the best known US and European IT vendors and distributors, developing and managing their European channels, launching new products and running successful channel programs.

**Herbert Thompson**

Herbert (Hugh) Thompson is Chief Security Strategist at People Security and a world-renown expert on application security. He has co-authored several books on the topic and has written more than 80 academic and industrial publications on security. In 2006, he was named one of the "Top 5 Most Influential Thinkers in IT Security" by SC Magazine and was featured (along with Harri Hursti) in "Hacking Democracy", the Emmy-nominated HBO documentary on e-voting vulnerabilities. He is also an adjunct professor at Columbia University in New York.

**Jon Toigo**

Jon Toigo is CEO and Managing Principal of Toigo Partners International LLC, an independent consultancy and technical research & analysis firm. He is also chairman of The Data Management Institute LLC, a professional development organization for those who design, plan, manage and administer storage infrastructure and data assets. An outspoken technology consumer advocate and vendor watchdog, Jon has 15 books relating to technology to his credit.

**Dustin Trager**

Dustin Trager is the Director of Securities America Information Systems and Datacenter Operations. His background is in the Telecommunication industry with the current focus in the financial sector. Dustin holds a bachelor's degree in Business Information Systems with on the job experience in the IT field for the last 10 years.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**Shirley Turner**

Shirley Turner is president of Black Lab Marketing LLC. Her breadth and depth of understanding, in both the corporate and non-profit worlds, gives her a unique perspective and knowledge base from which to draw. Previously a 24-year veteran at Intel Corporation and former Director of Channel Marketing for North America, she is industry-recognized in the high-tech world. In addition to Black Lab Marketing, Shirley has been the managing director for Royal Family Kids' Camps of Yamhill County since 2004, a program focused on the needs of foster children. Shirley holds a Bachelor of Science degree in Management from Linfield College in McMinnville, Oregon.

**John Varel**

John Varel is CEO & Chairman of the Board of FusionStorm. He has over 35 years of entrepreneurial expertise founding and managing many successful ventures. Mr. Varel founded FusionStorm in 1995 and he has built the company into a nationally recognized technical solutions provider with runrate of over \$500 million in sales internationally. Mr. Varel has had a successful career developing startups, enabling turnarounds, and underwriting business ventures. He sits on the board of several software and IT companies, as well as many non-profit organizations.

**Bob Venero**

Bob Venero is President and CEO of Future Tech Enterprise, Inc. He has taken a start-up company from the basement of his Long Island home in 1996 to an industry-leading end-to-end IT solution provider with revenue set to exceed \$100 million in 2010 and over 100 employees. He frequently appears in the media and speaks to audiences about technology trends, the IT industry, management, entrepreneurship and closing the deal. Under Bob's leadership, Future Tech Enterprise, Inc. has become a dynamic international resource for Fortune 1000 organizations looking for ways to save resources, increase efficiencies and remain competitive.

**Phil Wainwright**

Since 1998, Phil Wainwright has been a thought leader in cloud computing as a blogger, analyst and consultant. He is best known for his Software as Services blog on ZDNet, and also blogs on The Connected Web at eBizQ, covering topics from cloud to social media. His newest role as an industry advocate is as vice-president of EuroCloud. He is CEO of strategic consulting group Procullux Ventures, where he advises US and European SaaS and cloud vendors on messaging, positioning and go-to-market, and has developed a framework to help enterprises harness the cloud for business transformation.

**Ted Warner**

Ted Warner is President of Connecting Point of Greeley, established in 1985. Connecting Point provides a wide range of services and products to the small and mid-size market. The company specializes in managed services, hosting and cloud services, network integration and unified communications. Ted has been involved in the computer industry since 1976. From 1976 through 1979 Ted worked for the Burroughs Corporation. In 1980 he and a partner established Business Computer Services Inc. In 1982 Ted started Computers West as an Apple only reseller in Sterling, Colorado. That one computer store grew to seven locations throughout the Rocky Mountain region, and eventually all locations took the Connecting Point name.

Speaker Bios

CONTENT TRACK SPEAKERS (CONTINUED)

**John Webster**

John Webster is Senior Analyst with the Evaluator Group and he has over 30 years experience in enterprise IT, spanning both mainframe and open systems environments. John is a featured speaker at Storage Networking World and he has co-authored Inescapable Data – Harnessing the Power of Convergence. Most recently, Mr. Webster was a Principal IT advisor at Illuminata. He has held analyst positions with IDC and the Yankee Group.

**Glenn Weinstein**

Glenn Weinstein is CTO and Co-founder of Appirio, a cloud solution provider. He is responsible for driving the technology vision for Appirio and many of its customers. Prior to Appirio, Glenn ran large consulting and technical support teams at enterprise software companies. Glenn has held technical roles at Lockheed Martin and served eight years in the U.S. Navy as a flight officer. Glenn holds a Bachelor of Science degree in computer science from the U.S. Naval Academy, and a Master of Science degree in computer science from Rensselaer Polytechnic Institute.

**Stuart Williams**

Stuart Williams currently manages TBR's software practice area. In addition to leading TBR's enterprise software coverage, Stuart is responsible for key client relationships and project delivery. Clients range from industry vendors to Global 2000 end users and the financial industry. Stuart covers the enterprise software sector, providing customer and market research, strategic assessments, corporate performance evaluations, and revenue, cost and profitability modeling, as well as overall trend and business model analysis.

**Amy D. Wohl**

Amy D. Wohl is president of Wohl Associates and Editor and Publisher of Amy D. Wohl's Opinions. A noted expert on the computer market, Mrs. Wohl has been observing, analyzing, speaking and consulting to the information industry for more than thirty years. The focus of Wohl's expertise is the commercialization of new technology and the creation of new markets and business models. Current interests include SOA, Cloud Computing, and Software as a Service (SaaS). She has written a book, How to Succeed at SaaS: Computing in the Cloud and provided the chapters on SaaS and Cloud Computing for a new Wiley book, Next Wave of Technologies.

**Helen Wood**

Helen Wood is the Channel Director of ResolutionsMSP, an EMEA based developer of SaaS security and backup services which are sold exclusively through channel partners. Helen brings over 25 years of experience in the software industry to the ResolutionsMSP executive team. Helen started working in the IT Channel in 1985 for First Software, which became TechData, and has also worked within a Reseller environment as well as for some leading software vendors such as CA, Veritas and Symantec. Her last tenure as Channel Director for Veritas/Symantec saw her build a Channel sales team from 3 to 50 strong and build revenues from \$22 million to over \$200 million over a 10 year period. Helen is responsible for ResolutionsMSP's channel strategy, programs, development and marketing.

Speaker Bios

CONTENT TRACK SPEAKERS *(CONTINUED)*



Jon Wortmann

Jon Wortmann is an advisor, speaker, and author of *Mastering Communication at Work: How to Lead, Manage, and Influence* (McGraw-Hill), and the ebook *The Best Communicator in the World*. He is a contributor to *HR Professional* magazine and co-founder of the leadership research study, "Why I Lead." He was trained at Harvard University and has consulted with educational, non-profit, startup, and Fortune 100 organizations. He is principal at Muse Arts, LLC, a think tank and consultancy for leaders.

In Memoriam: Mark Ferelli (1953-2010)



The entire COMDEXvirtual team would like to recognize the contribution made by our Storage Track chair Mark Ferelli, who passed away suddenly on October 6, not long after he had recorded his track for COMDEXvirtual. Ferelli was a trusted source for high-tech commentary for more than two decades and was an industry authority on storage. Despite a hectic schedule as editorial director of Computer Technology Review and other consulting and writing activities, Ferelli had agreed to help relaunch the Comdex brand as a virtual event, lending his expertise and time. He was willing to assist us because of his commitment to the industry and also because he valued the relationships he had developed over the years, including one with our COMDEXvirtual conference chair, Robert C. DeMarzo, and others on our team.

Ferelli lent his expertise to PricewaterhouseCoopers and DataPro and served on the board of directors of the Tape/Head Industry Consortium. In 2000, Ferelli was awarded the Press Access PRESStige award for journalistic influence in the computer industry, a testament to his wide-ranging achievements.

He is survived by his wife and four children.

His son Matthew posted this on MarkFerelli.com:

"It is with great honor and respect to see the support of the industry my father participated in for more than 20 years. I wasn't very familiar with much of his work, which we both found ironic, only for the fact that I spent 10 years in the U.S. Navy working with computers and now will be graduating shortly with a networking degree. I am, however, humbled that the business ethics my father always held with high regard are reflected by the outpouring of support and prayers from his industry. On behalf of all my family I thank you."

If you would like to contribute to the Mark Ferelli Memorial Fund you can find more information on www.markferelli.com.

Special Features

CHANNEL@WORK: UNITED WAY CHALLENGE

Channel@Work

The Channel@Work program is the charitable component of Everything Channel events. Created to provide the IT Channel with a platform for giving back to our communities, Channel@Work projects engage with organizations in our event host cities and enable us to work together to make a difference.

We are pleased to share that in partnership with Microsoft, our 2010 program underwriter, we have extended our engagement to include COMDEXvirtual. This is the first time that we have added a Channel@Work initiative to a virtual event. The size and global nature of COMDEXvirtual created the perfect opportunity for our IT Channel to come together to make a collective impact.

Microsoft selected United Way as the official event charity. United Way improves lives by mobilizing the caring power of communities around the world to advance the common good. This mission is exactly what we are trying to accomplish.

We hope that you will help us meet our challenge to raise \$5000 during these two days.

To jump start this challenge, Everything Channel has made a \$1,000 donation to United Way.

You will find a link to donate to the United Way on the front of the information desk in the COMDEXvirtual Lobby.

To learn more about the United Way, you can visit their website at liveunited.org.

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VAR BAR

The VAR Bar at COMDEXvirtual will be the place to meet and network with your peers and the editors of CRN. Grab a virtual drink, have a chat with friends and be entertained by Comedian Tim Gage.



Comedian Tim Gage

Tim Gage is one New York's busier comedians. Along with being a regular at New York City's best comedy clubs including Dangerfields, The Gotham Comedy Club, and The Comedy Cellar, Tim is a writer and regular contributor on Saturday Night Live's "Weekend Update." Tim has been seen on Comedy Central's "Tough Crowd with Colin Quinn," A&E's "Comedy on the Road" along with numerous stints as an opening act for big name acts including Colin Quinn, Kevin James and Ray Romano.

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