

2010 Creative STORAGESM CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCETM EVENT  ENTERTAINMENT STORAGE ALLIANCETM



Rob Caldeira, Director Product Line Management, Hitachi Global Storage Technologies

TITLE:

ABSTRACT

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BIOGRAPHY

As Director of Product Line Management for Hitachi GST's Branded Business, Robert Caldeira is responsible for developing and executing worldwide product marketing strategies and plans of its premier Mac-specific brand, G-Technology by Hitachi. His responsibilities also include identifying and aligning technology requirements across the entire Branded Business unit.

Mr. Caldeira has nearly 25 years of experience in video systems products, with a strong emphasis on file-based media storage and management. Prior to joining Hitachi GST, Mr. Caldeira was president and principal founder for nNovia, an OEM that provides digital video recorders for professional video, broadcast and prosumer markets. Mr. Caldeira also held various engineering and business development positions for industry storage companies, including Quantum and Seagate, as well as marketing and sales positions with video hardware companies including Focus Enhancements. Mr. Caldeira regularly presents at various storage, video and film conferences regarding video workflow, high-definition storage requirements, asset management, digital video recording challenges, and cost-effective production/post-production workflows. Mr. Caldeira holds an undergraduate degree in engineering and several graduate degrees from Santa Clara University.