

# 2011 Creative STORAGE<sup>SM</sup> CONFERENCE

June 28th 2011 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



**David Trumbo, Principal and CTO, Media Technology Market Partners**

## **BIOGRAPHY**

David L. Trumbo

With three decades of successful leadership and professional positions for IBM, David L. Trumbo has experience in sales, marketing, solution development, product management & consulting services. In 1996 he played a key role in the relaunch of IBM's Media & Entertainment Solutions team. The mission of this team was to apply IBM's technology, products and services to the creation and development of solutions solving business requirements for the global media industry. Early projects included development and implementation of digital asset management solutions for Warner Bros., Paramount Television and Disney; pioneering projects in the analog-to-digital transformation. Other initiatives included the integration and management of a portfolio of business partner digital media offerings into the IBM Solution set.

In 2001, he was an initial member of IBM's cross-industry Digital Media organization, maintaining his focus on the media industry. He took a product management role responsible for bringing a full scale video asset management product, Media Production Suite, to market. In subsequent solution management and marketing roles Mr. Trumbo coordinated solution definition, partner integration, marketing programs, and trade show initiatives.

His early IBM career included successful positions in technical sales, both technical and sales management, and local leadership positions in IBM's strategic push into consulting and services. Mr. Trumbo graduated from the University of California, Santa Barbara and completed graduate work at the University of California, Los Angeles - Anderson School of Management.