

# 2017 **Creative** STORAGE<sup>SM</sup> CONFERENCE

May 24th 2017 at the DoubleTree Hotel, Culver City, California

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



**Alex Grossman, CEO, President, Symply, Inc.**

**TITLE: Workflow on the Fly**

## **ABSTRACT**

TBA

## **BIOGRAPHY**

Considered by many as one of the Fathers of Xsan, Alex helped Apple create the category for media and entertainment, with responsibility for all Server and Storage products, from development to go-to-market and product management functions. Most recently he was VP, Media & Entertainment for Quantum, with responsibility for driving the company's go-to-market strategy. Prior to Quantum, Alex was Founder and CEO of Active Storage, a developer of media and Apple-centric workflow storage solutions. With more than two decades of industry experience, Alex has contributed to several patents associated with media management and storage technology.