

2018 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Alex Grossman, CEO, Symply

BIOGRAPHY

Alex Grossman is Founder and CEO of Symply Inc. an innovator in software defined storage for media production. A 20+ year veteran of the storage industry, Grossman was the former Vice President of Media and Entertainment at Quantum, where he drove the introduction of several exciting products including StorNext 5, StorNext Pro Solutions, and Lattus Extended Online object storage. Prior to Quantum, he was the CEO and Founder of Active Storage a highly successful developer of media-centric workflow storage solutions. Before founding Active Storage, Alex was an executive at Apple responsible for bringing the Xserve, Xserve RAID and Xsan products to market. He started his passion for developing next-generation storage for media professionals at MicroNet Technology where he was responsible for several industry leading products including Genesis RAID, DataDock, FibreFlex, and the industry's first FireWire SAN, the SANcube. Grossman holds and has contributed to several patents associated with content management, storage management, and storage technology.