

2016 Creative STORAGESM CONFERENCE

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David Cerf, CEO, StrongBox Data Solution

TITLE: Redefining storage with Metadata

ABSTRACT

We are driven to keep everything and it is driving storage demand. But why are we keeping it, who should access it, where does it need to be and where does it fit in our workflow. To better meet the growing business demand we can look to our metadata and how it can redefine the storage landscape for vendor neutral storage that is simple and cost effective.

BIOGRAPHY

David Cerf is president and CEO at StrongBox® Data Solutions, Inc. With more than 25 years of corporate development experience in the IT industry, David is an accomplished author and speaker on topics surrounding data growth, storage and protection. He leads the SDS team to deliver low-cost, simple data preservation solutions world-wide. Previously, David led strategy and business development at Crossroads Systems from 2005 to 2016 where he launched innovative products to solve big data preservation. Prior to joining Crossroads, David served as vice president of sales and business development at NexQL, a leading provider of advanced database acceleration technologies. He was also a co-founder of 360World, a national provider of video and imaging solutions. In 1988, as the founder and managing director of the Dallas Business Incubator, he was responsible for the development and funding of more than 50 new high-growth startup companies.