

# 2016 Creative STORAGE<sup>SM</sup> CONFERENCE

June 23rd 2016 at the DoubleTree Hotel, Culver City, California



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



**Michael King, Director of Marketing Cloud, Content and Media, DataDirect Networks**

## **TITLE: Securing the Future of Media: Managing and Distributing Workflows in the Cloud**

### **ABSTRACT**

As the M&E industry transitions to more collaborative workflows, the cloud is at the forefront for driving collaboration and distribution. With massive amounts of data being produced at high resolution and in multiple formats, production and post-production of content requires high performance infrastructure to complete these projects on time. In addition, the bursty nature of the processing and storage required creates the challenge of having to potentially buy a lot of extra hardware to enable various workflows and distribute them on the same platform. This session will explore how companies can address these issues with an approach that is flexible, scalable and allows them to access and share data and collaborate in the cloud. It will include a case study of Cable Public Affairs Channel's (CPAC) intensive, distributed environment that is built on a unified, HPC solution for production, active archive, IT backup and disaster recovery.

### **BIOGRAPHY**

At DDN Michael is responsible for marketing strategy and operations in the rapidly growing cloud market and its convergence with traditional media. Prior to DDN, he worked for a diverse group of companies from commodity goods to niche ultra-high technology firms and has held numerous technology and management positions. Michael's professional experience includes large scale Internet content distribution, distributed computing, new media production and storage infrastructure. His roles in Internet, cloud and new media companies spans from developer all the way to president. His professional experiences have led him to enjoying the challenge of trying to combine the best practices of old business with the technologies of the new. Michael has spoken previously at the Cloud Connect, Distributed Computing Industry Association, NAB, Digital Hollywood and CES. He has a Master's Degree in Science from the University of Oregon where he graduated Summa Cum Laude and Phi Beta Kappa.