

# 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>



**Dave Elliott, Global Product Lead for Storage, Google's Cloud Platform**

**TITLE:**

**Intelligence in Video: Maximize the Value of Your Stored Assets**

**ABSTRACT**

Many media companies have large stores of video files, and those assets are growing. However because these files are often difficult to access, they are often underutilized. Metadata tagging and placement on fast media is a common approach, however it comes with high cost and complexity. Google recently announced a service to enable the generation of insights from video.

**BIOGRAPHY**

Dave Elliott is the Global Product Lead for Storage at Google's Cloud Platform. In this role he drives technology partnerships, strategies, and go-to-market plans for emerging cloud infrastructure. Prior to Google, Elliott ran Global Cloud Marketing at Symantec where he developed market strategy for security and availability solutions. Mr. Elliott was an early advocate of cloud computing while at Sun Microsystems in the 1990s and has spent his career helping companies understand and embrace emerging technologies. Prior to Symantec, Elliott served as vice president of marketing at Arkeia Software, an innovator in data protection for virtual and cloud environments. Earlier, Mr. Elliott was responsible for Strategic Development for Iomega Corporation's PSS Business Unit, and Business Development with enterprise software vendor Blue Martini Software. Mr. Elliott also served technology clients with management consulting firm A.T. Kearney and early in his career, Mr. Elliott co-founded and was VP of Sales & Marketing for software training firm Advanced Knowledge Systems (AKS).

Mr. Elliott holds an MBA from the University of California at Berkeley's Haas School of Business, and a BA in Economics from the University of California, San Diego.