Eric Herzog
Chief Marketing Officer
Vice President, Worldwide Storage Channels
IBM Storage Systems and Software Defined Infrastructure

Eric's responsibilities include worldwide product marketing and management for IBM's award-winning family of storage solutions, software defined storage, integrated infrastructure, and software defined computing, as well as responsibility for global storage channels. Herzog has over 32 years of product management, marketing, business development, alliances, sales, and channels experience in the storage software, storage systems, and storage solutions markets, managing all aspects of marketing, product management, sales, alliances, channels, and business development in both Fortune 500 and start-up storage companies.

Prior to joining IBM, Herzog was Chief Marketing Officer and Senior Vice President of Alliances for all-flash storage provider Violin Memory. Herzog was also Senior Vice President of Product Management and Product Marketing for EMC's Enterprise & Mid-range Systems Division, where held global responsibility for product management, product marketing, evangelism, solutions marketing, communications, and technical marketing with a P&L over $10B. Before joining EMC, he was vice president of marketing and sales at Tarmin Technologies. Herzog has also held vice president business line management and vice president of marketing positions at IBM's Storage Technology Division, where he had P&L responsibility for the over $300M OEM RAID and storage subsystems business, and Maxtor (acquired by Seagate). Herzog has held vice president positions in marketing, sales, operations, and acting-CFO roles at Asempra (acquired by BakBone Software), ArioData Networks (acquired by Xyratex), Topio (acquired by Network Appliance), Zambeel, and Streamlogic.

Herzog holds a B.A. degree in history from the University of California, Davis, where he graduated cum laude, studied towards a M.A. degree in Chinese history, and was a member of the Phi Alpha Theta honor society.