



Welcome

Thank you for joining us for COMDEXvirtual 2011 – *Capturing the Next Wave of IT.*

Whether you are on the wave or trying to catch it, you will take away valuable information. Hear from industry experts, meet with leading vendors, and network with your peers. Now is the time to connect with the global IT channel community.

Making the Most of COMDEXvirtual – Top 10

We brought back fan favorites and added some new features this year to help make your event experience more interactive and fun. Once you log in, consider:

- Building your own conference badge or sending an e-post card
- Checking out the Prize Center to see what you could win
- Watching sessions on key technologies and business issues in the Auditorium
- Participating in a new Tech Talk session with live moderated chat
- Stopping by sponsor booth spaces in the Expo Hall to chat and download information
- Finding out who the Best Companies to Partner With are, then visiting the Showcase to listen to interviews with select winners
- Networking with CRN Editors and other attendees in the VAR Bar
- Taking advantage of the training that CompTIA has made available
- Learning more about or donating in support of our Channel@Work charity:water project
- Following and taking part in the conversation on Twitter @comdexvirtual, #comdex

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November 15, 2011

Eastern Time

9:30 am - 10:30 am	Exhibitors log in
10:30 am - 6:00 pm	Attendees log in
11:00 am - 11:30 am	Redefining the Channel Ecosystem <i>Robert Faletta, CEO, UBM Channel</i>
11:30 am - 12:00 pm	Booth Visits – Expo Hall
12:00 pm - 12:45 pm	Best Companies to Partner With: <i>Kelley Damore, Editorial Director, CRN</i>
12:45 pm - 1:00 pm	Booth Visits – Expo Hall
1:00 pm - 1:30 pm	Cloud Computing – The Opportunity is Now <i>Don Cotey, Chief Strategist, IBM</i>
1:30 pm - 2:00 pm	Tech Talk: Intel, All-in-One Desktops <i>David Bradshaw, Channel Marketing Manager</i>
1:30 pm - 2:00 pm	Tech Talk: CA <i>Greg LaMonica, Sr. Director</i>
1:30 pm - 2:00 pm	Booth Visits – Expo Hall
2:00 pm - 2:30 pm	Intel Keynote <i>Steve Dallman, VP & General Manager</i>
2:30 pm - 3:00 pm	Booth Visits – Expo Hall
3:00 pm - 3:30 pm	Protecting Against the Latest Threats <i>Piero DePaoli, Director, Symantec</i>
3:30 pm - 4:00 pm	Booth Visits – Expo Hall
4:00 pm - 4:30 pm	Oracle 7's New Engineered System <i>John Shell, Sr. Director Partner Solutions</i>
4:30 pm - 5:00 pm	Tech Talk: Intel Solid-State Drive <i>Cyndi Peach, NSG Bus Dev Manager</i>
4:30 pm - 5:00 pm	Booth Visits
5:00 pm - 5:30 pm	Technology Keynote <i>Marc Bech, Field Service Specialist, Corel</i>



Showcase
Opens at 12:45

On-Demand Sessions	Available 24x7!
1. Business Management & Strategy	6. Storage
2. Cloud Computing	7. Unified Communications
3. Data Center	8. Virtualization
4. Networking	9. Wireless & Mobility
5. Security	



November 16, 2011

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9:30 am - 10:30 am	Exhibitors log in
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11:00 am - 11:30 am	How to Differentiate, Execute and Win <i>Patrick Thean, CEO, Gazelles Systems</i>
11:30 am - 12:00 pm	Booth Visits – Expo Hall
12:00 pm - 12:30 pm	Mesh is the New Way of Doing Business <i>Lisa Gansky, Author & Entrepreneur</i>
12:30 pm - 1:00 pm	Booth Visits – Expo Hall
1:00 pm - 1:30 pm	Computing Launches a New Era <i>Mike Parrottino, Vice President U.S. Channel Sales, PSG, HP</i>
1:30 pm - 2:00 pm	Tech Talk: Intel Server Tech & Cloud <i>Bill Elwell, NA Channel Manager</i>
1:30 pm - 2:00 pm	Booth Visits – Expo Hall
2:00 pm - 2:30 pm	Channel Training to Grow Your Business <i>CompTIA</i>
2:30 pm - 3:00 pm	Booth Visits – Expo Hall
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4:00 pm - 4:30 pm	Winning the Cloud with Microsoft Online Services & Mobility Solutions <i>Bryan Von Axelson, Partner Solutions Advisor, Microsoft SMB&D</i>
4:30 pm - 5:00 pm	Tech Talk: Intel, Beyond the PC <i>Harrison Li, Global Small Bus Manager</i>
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November 15 Eastern Time

November 15
11:00-11:30

Redefining the Channel Ecosystem

Robert Faletra, CEO, UBM Channel

Change is sweeping through the channel at an unprecedented pace. What will the channel look like by the end of 2012? Solution provider business models are being recast.

Everyone is watching a new generation of entrepreneurs enter the market with innovative ideas and solutions that are accelerating the demise of worn out old models. Faletra will unveil new research and insight into what all this change means for vendors and their partners. This session will touch on best of breed solution providers, today's channel direction, how cloud and disruptive technologies are changing customer engagements and the future business model.

Robert Faletra, CEO, UBM Channel

November 15
12:00-12:45

What Are the Best Companies to Partner With?

CRN VP and Editorial Director, Kelley Damore, will unveil, for the first time, the results of our newest research study where we will name the best companies for VARs to partner with. This new and exclusive research will be based on customer demand and brand awareness, best of breed technology, profitability, market strength and channel programs. During this session we will reveal the winners and their accomplishments during 2011.

Kelley Damore, VP, Editorial Director, CRN

November 15
1:00-1:30

Cloud Computing – The Opportunity is NOW for Business Partners

With organizations across all industries now aggressively adopting Cloud Computing, the time is NOW to stake your claim and capitalize on these new opportunities. In this session, Don Cotey, Chief Strategist for IBM Global Business Partners will share insights on how IBM is teaming with Business Partners throughout the world to successfully transform their businesses to become Cloud Champions. Come hear about the *new* IBMSmartCloud Solutions and how you can enroll in the IBM Cloud Partner Specialty program to substantially increase your value proposition for clients.

Don Cotey, Chief Strategist, IBM Global Business Partners



November 15 Eastern Time

November 15
1:30-2:00

Intel Tech Talk: All-in-One Desktops

This session will discuss the many opportunities the dynamic All-in-One market segment represents for resellers. Learn about flexibility of the All-in-One form factor, the solid state drive opportunity, eco system partners and program support for the channel.

- What all in one desktops are and exciting opportunity for the channel.
- What does a "Dekstop PC" means to you.
- Energy-efficient performance and stylish designs of all in one desktops.
- Intel's low power processors.
- Intel's enablement efforts.
- An all in one desktop with Intel's Solid-State Drive 310 series.

David Bradshaw, Intel Channel Marketing Manager

November 15
1:30-2:00

CA Tech Talk

The CA ARCserve® Family of Products provides a complete hybrid data protection solution to protect your data, applications and servers. It uses traditional backup, disk snapshots, replication and high availability to protect your physical and virtual servers locally and in the cloud. You can easily select the right protection for your data to meet your recovery-point and recovery-time service-level agreements (SLAs).

Greg LaMonica, Sr. Director of the Technical Sales Organization, Data Mgt CSU.

November 15
2:00-2:30

Intel's Perspective of User Centric Computing Landscape

Steve Dallman will share Intel's perspective on the continued transformation of the user centric computing landscape. Intel's constant innovation coupled with more demanding usage models, rapidly increasing numbers of smart devices and the increasing capabilities of the cloud are all helping to shape our digital lives. Hear about how these changes are creating exciting opportunities for the channel and the many benefits of the Intel® Technology Provider Program.

Steve Dallman, Intel Vice President and General Manager

November 15
3:00-3:30

Protecting Against the Latest Threats with Symantec Endpoint Protection 12

It seems as if every week there are numerous reports of another company getting breached. Hackers are as sophisticated as ever, and trends such as virtualization, cloud and mobility are providing them with new ways of attacking your company. As your organization embraces these trends, keeping your company from becoming a victim is getting more challenging. Come to this session to learn about the drastic changes to the threat landscape and how Symantec Endpoint Protection 12 offers Unrivaled Security, Blazing Performance and is Built for Virtual Environments.

Piero DePaoli, Director, Product Marketing, Symantec



November 15 Eastern Time

November 15
4:00-4:30

Oracle 7's New Engineered System for the Mid-Market

Learn how Oracle's newest engineered system, the Oracle Database Appliance, can be used to re-engage your customer base to create new opportunities. We cover core product features, customer value propositions, and targeted sales opportunities for Oracle partners.

John Shell, Sr. Director, Partner Solution Sales, Oracle

November 15
4:30-5:00

Intel Tech Talk: Solid-State Drives

Take a look at the current solid state market and what is driving the growth of SSD adoption, then learn about Intel® Solid State products.

- Where the market is going with SSDs.
- What's driving the growth in the SSD market.
- Where Intel SSDs fit.
- Intel's 300, 500, and 700 SSD product families.
- The features of Intel's 320 and 710 series which was launched in September 2011.
- Built-in data protection features of the 320 and 710 series which lead to enhanced data security, data safety, and data reliability.
- How Intel high performance SSDs are addressing IT challenges head-on.

Cyndi Peach, Intel NSG Business Development Manager

November 15
5:00-5:30

Corel

Corel has revitalized its Channel Partner Program and offers its valued Resellers free access to CorelPartners.com – an online portal packed with product videos, event listings and marketing resources. Plus, Corel partners now receive the latest news, promotions and current offers specific to their markets. Join Marc Bech, Corel's Field Services Specialist, as he highlights key program benefits, and provides an overview and video tour of Corel's new Partner Portal.

Marc Bech, Field Service Specialist, Corel



November 16 Eastern Time

Eastern Time

**November 16
11:00-11:30**

How to Differentiate, Execute and Win Against Your Competition

There is one thing on the minds of COMDEXvirtual attendees—growth. Patrick Thean was selected as a keynote speaker because that is all he and his firm focus on today. Thean will address two themes that have resonated with VARs and tech vendors for more than a decade. The first is —Rockefeller Habits: What You Must Do to Increase the Value of Your Fast-Growth Firm. The second theme helps companies boil down their strategy to one page that he aptly calls —The One-Page Strategic Plan. That plan focuses on helping executive teams make the right decisions in the areas of people, strategy, execution and cash.

Patrick Thean, CEO of Gazelles Systems

**November 16
12:00-12:30**

Mesh is the New Way of Doing Business

Hear directly from noted author and serial entrepreneur Lisa Gansky, who has a passion for developing a formula for success in IT. She argues that the companies that will win will be the ones that enable sharing via community participation and trust. That is the basis of her book *The Mesh: Why the Future of Business Is Sharing* which was selected by the Wall Street Journal as 1 of the top 7 books to keep abreast of changes in IT.

Lisa Gansky, Entrepreneur & Environmentalist

**November 16
1:00-1:30**

Computing Launches a New Era

HP's decision to retain PSG will enable channel partners to continue leveraging one of the biggest brands in the IT industry for the computing needs of your customers. In this exclusive interview for COMDEXvirtual, Ken Presti from UBM Channel gets the strategy details from Mike Parrottino, Vice President, U.S. Channel Sales for HP's Personal Systems Group. Mike and Ken will be joined by Mike Daher, CEO of Redmond, Washington-based Denali Advanced Integration, who brings the viewpoint of the channel to this important discussion.

Mike Parrottino, Vice President, U.S. Channel Sales, PSG, HP



November 16 Eastern Time

**November 16
1:30-2:00**

Intel Tech Talk: Server Technology & Cloud

Cloud business opportunities have been the subject of media stories, whitepapers, webinars, and much more. This Tech Talk will look at cloud business opportunities.

- What business opportunities are available in the cloud.
- Why there is money in the cloud.
- Intel's 2015 cloud vision.
- Intel's Xeon processor families for business.
- Extended warranties for server platforms.
- A look at the enterprise class features, simple management, and low cost of Intel's server continuity suite.
- What's in store for 2012 in virtualization and data protection.
- A look at Intel's world class extended support services.
- Small business sale opportunities with Intel Xeon processors and server platforms.

Bill Elwell, Intel North American Channel Manager for Intel® Xeon® Processors

**November 16
2:00-2:30**

Channel Training To Grow Your Business

As the leading association advancing the global IT industry, CompTIA brings together more than 2,000 corporate members that span the entire IT channel. We aim to serve as a trusted resource and catalyst for change, delivering excellent training programs, serving as a passionate advocate, and always being vendor neutral and transparent.

Nancy Hammervik, Senior Vice President, Industry Relations, CompTIA

**November 16
3:00-3:30**

What Are the Best Companies to Partner With?

CRN VP and Editorial Director, Kelley Damore, will unveil, for the first time, the results of our newest research study where we will name the best companies for VARs to partner with. This new and exclusive research will be based on customer demand and brand awareness, best of breed technology, profitability, market strength and channel programs. During this session we will reveal the winners and their accomplishments during 2011.

Kelly Damore, VP, Editorial Director, CRN



November 16 Eastern Time

**November 16
4:00-4:30**

Winning the Cloud with Microsoft Online Services and Mobility Solutions

Are you looking at new opportunities in an increasingly cloud-driven market? Do you want to understand the opportunities with Office 365, Windows Intune and Windows Phone Mango? We will take an in-depth look at Microsoft's cloud strategy and solutions.

- Microsoft in the Cloud: Building momentum with Microsoft's cloud offerings
- Mobility Integration: How Microsoft's online and mobility solutions combine to improve productivity and collaboration
- Partner Opportunity: Enabling partners to compete and win in 2011 and beyond

Bryan Von Axelson, Partner Solutions Advisor, Microsoft SMB&D

**November 16
4:30-5:00**

Intel Tech Talk: Beyond the PC - Intelligent Connected Solutions

This session will explore Digital Signage and the exciting opportunity that the rapid growth of Intelligent Connected Systems represents for the channel. Harrison will discuss: usage models, the market opportunity, the support equation and how the Intel® Audience Impression Metrics Suite can help you optimize your digital signage network.

- Where digital signage is being used.
- How digital signage aligns with the channel.
- How to make digital signage dynamic.
- Digital signage media players.
- Entry level, mid-range, and high-end Intel solutions for digital signage.
- The benefits of digital signage for your customers.
- Intel's AIM view face detection technology.

Harrison Li, Intel Global Small Business Marketing Manager for the channel

**On-Demand
Available 24x7!**



Business Management & Strategy

Curing the Business Exec's Blues

You didn't become a VAR because you liked human resources, spreadsheets, and marketing. But your technical prowess, coupled with your ability to understand clients' business issues, transformed your one- or two-person operation into a thriving business--and now you have the departments, employees, and ad budget to prove it. In this session, get expert advice on how to cure ownership blues by finding and hiring the best managers, delegating, best positioning your company for the future, and other tips on entrepreneurship.

Co-Chairs & Speakers:

Bob Venero, President, FTEI

Dan DiSano, President & CEO, Axispoint

Moderator:

Robert DeMarzo, SVP Strategic Content, UBM Channel

Sponsored by:



Cloud Computing

Cashing in on the Cloud

Whether your clients are SMBs or enterprises, the cloud can answer two apparently contradictory questions: How can I increase my margins and grow my business? How can I help my customers save money, have access to new technology and improve their IT budgeting? Learn how the cloud's recurring revenue model delivers predictable income to you and monthly billing to your client; how to select the most appropriate vendor partners; where hardware, software, and services fit into your offerings, and how to revise your existing business model to leverage the cloud.

Chair:

Jeffrey M. Kaplan, Managing Dir, THINKstrategies

Speakers:

Don Ryan, VP, Market Probe

Phil Wainwright, VP, EuroCloud

Earle Humphreys, Executive Director, ITEEx

Sponsored by:

Microsoft



**On-Demand
Available 24x7!**

Data Center

Data Center Trends 2011

The proliferation of new information technology, as well as the growth of data and the need to store and preserve it, are familiar challenges for Data Center Managers. But the new normal also requires close attention to budgets. What technologies and processes are IT pros using to drive down costs and improve service levels? This panel, featuring healthcare, retail and broadcast IT managers, provides a level set on the challenges confronting the contemporary IT operation and a snapshot of technologies that are working to help drive success. Jon Toigo moderates this discussion of business requirements and technological solutions from a uniquely consumer-focused viewpoint.

Chair:

Jon Toigo, CEO & Managing Principal, Toigo Partners

Speakers:

Jill Wojcik, IT Director, Continuum Health Partners

Bill Fife, IT Director, Wholesale Electric

Tab Butler, Director Of Media Management, MLB Network

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Networking

Preparing for the Next Generation of Cloud Networking

Solution providers in the networking space need to understand the pace at which the networking industry is serving up new, high performance, very low latency, low power consuming 10 and 40GbE switches to scale up data centers to cloud spec. In this Cloud Networking session, we'll explore these new 10 GbE and 40GbE products and how they are being connected to create a virtualization aware two-tier cloud network. Solution providers will gain insight into the products, platforms and services they can sell as part of this cloud networking trend.

Chair:

Nick Lippis, Industry Analyst, The Lippis Report

Speakers:

Marshall Bartoszek, Principal Analyst, Data Center, ACG Research

Zeus Kerravala, SVP Distinguished, Yankee Group

Sponsored by:





On-Demand Available 24x7!

Security

How to Recruit Spies on the Internet

The Internet, especially social networking, allows for sharing of information. This sharing is a gold mine for spies, who need to find people with access to sensitive information. This session will show how spies identify and recruit people through social media and similar venues.

Chair & Speaker:

Ira Winkler, President, ISAG

Storage

Death, Taxes – and Storage?

Add a caveat to the statement that nothing in life is certain but death and taxes: Companies will never need less storage. After all, the amount of data businesses generate only increases each year. Between 2010 and 2020, digital information will grow to 35 trillion gigabytes, according to estimates by IDC and EMC. Figuring out how to store that data, which of the many available technologies is appropriate for particular types of information, how to manage data, and when and how to delete it are some of the challenges facing solution providers and their customers--and some of the many storage-related issues this session will discuss.

Chair:

Camberly Bates, Managing Director, The Evaluator Group

Speakers:

Shahin Pirooz, EVP Engineering Operations, CenterBeam

John Webster, Sr. Analyst, The Evaluator Group

Dennis Martin, Founder & President, Demartek

Sponsored by:



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**On-Demand
Available 24x7!**

Unified Communications

United in Voice and Video

Unified communications is exploding, expected to become a \$18.5 billion market by 2013, according to COMMFusion's Research. Today's technologies are simple to use — but the sophisticated networking and telecommunications tools behind the scenes often require a solution provider's skill for design, implementation, and support. This discussion will address the opportunities, the technologies and capabilities required to deliver these solutions to corporations, both large and small, at a time when price-points have dropped and businesses increasingly are willing to invest in remote communications tools for their mobile and branch workers.

Chair:

Blair Pleasant, COMMFusion LLC

Speakers:

Marty Parker, Principal, UniComm Consulting

David Yedwab, Partner, Market Strategy and Analytics Partners

Dave Michels, CEO, Verge1

Sponsored by:



Virtualization

Taking Virtualization to the Next Level – Private Cloud and BYOD (Bring Your Own Device)

Although virtualization is now in every datacenter, most organizations are still virtualizing the rest of their servers and applications, especially mission-critical applications. Solution providers can help navigate the resulting performance, infrastructure, management and automation challenges. CIOs are moving aggressively toward private clouds but their IT organizations are struggling to get there. This represents significant opportunities for partners who possess the expertise to facilitate the journey. In addition, integrating the plethora of new user devices into this cloud era is another key dynamic driving IT organizations. With previous barriers to desktop and application virtualization now solved with the right solutions and the right expertise, BYOD Proof of Concepts are now succeeding. Learn how to leverage these opportunities to take clients to the next level of virtualization.

Chair & Speaker:

Barb Goldworm, Founder & Chief Analyst, FOCUS LLC

Sponsored by:





On-Demand Available 24x7!

Wireless & Mobility

On the Go, In Touch and Connected

Few employees, it seems, are tethered to their desks these days. Solution providers are leading companies into a mobile world where executives are securely connected to corporate databases, no matter where they are. It's not surprising, then, that smartphones are expected to hit \$200 billion in sales next year, according to Gartner. Learn how customers can get the most value from their mobile investments, from both their hardware and software, as well as the latest in security and services offerings that provide added value and margin opportunity.

Chair:

Jack E. Gold, Analyst, J Gold Associates

Speakers:

David Uhler, National Director Research & Development, Slalom Consulting
Maribel Lopez, President & Principal Analyst, Lopez Research

Sponsored by:





Keynotes



Robert Faletra (Keynote)

Robert Faletra is CEO of UBM Channel. Faletra oversees a growing and diverse portfolio of media, services, events and research for channel and IT executives. He is widely viewed as one of the top authorities in the technology marketplace with more than 20 years of experience in the high-tech channel and partner ecosystem. He is highly sought after by both startup firms as well as today's industry leading companies to help them conceptualize and build strategic channel initiatives, go-to-market strategies or gain a competitive advantage by understanding where the technology marketplace is headed. Since taking on the leadership of CMP Channel in 2001, Faletra has diversified UBM Channel's portfolio, transforming it from a media-centric organization to a broad-based provider of channel services and events. Under his leadership, UBM Channel has made strategic acquisitions in the events and content-syndication markets and invested in organic initiatives in demand generation, research and education.



Kelley Damore (Keynote)

Kelley Damore has covered the IT industry for 18 years, half of which has been with CRN and UBM Channel. As Vice President, Editorial Director, she oversees editorial operations and strategy for UBM Channel. In this role, Kelley will continue to execute on the company's vision of producing premier content across online, print, virtual and live events, while expanding and enhancing the company's online community.



Lisa Gansky (Keynote)

A successful serial entrepreneur is a rare specimen. Lisa Gansky however is someone who deserves that title. Lisa is an Internet pioneer, angel investor, board member, serious innovator, provocateur, disruptor, and connector. She is a founder and CEO of multiple Internet companies, including GNN (AOL) and Ofoto ([Kodak](#)). She consults to organizations including [British Airways](#), EDS, General Motors, AOL, American Airlines, Bankers Trust, Nokia, Olivetti, [Google](#), PayPal, Mozilla, and Yahoo!

Gansky is currently an advisor and investor in several social ventures, including New Resource Bank, Squidoo, Convio, TasteBook, MePlease, Slide, Instructables, and Greener World Media.

Lisa talks about trends in social networking, exploring new platforms and business models, and creating sustainable ventures with positive social impact. Listen to Lisa Gansky and learn from one of the most experienced and successful [IT entrepreneurs](#) in the world



Patrick Thean (Keynote)

Patrick Thean is the CEO of Gazelles Systems and the author of *Execute Without Drama*. He speaks internationally and facilitates seminars on the following topics: 1) The Rockefeller Habits (Business Growth) 2) Execution Without The Drama - How to increase effectiveness and accountability while reducing drama 3) How to prepare and sell your business for a premium 4) How to raise and manage venture capital and venture capital relationships. Patrick lectured on *Entrepreneurship and New Venture Creation* as an Adjunct Professor at Wake Forest University in 1999. He received both Bachelors and Masters degrees in Electrical Engineering from Cornell University.



Vendors



Bryan Von Axelson (Microsoft)

Bryan Von Axelson is the Partner Technology Advisor SMB&D-TS2. He works closely with the Microsoft Partners serving the SMB community to demonstrate how we can all work smarter through technology and solutions. Spending 15 years in the industry before joining Microsoft, Bryan brings real-world experience to his presentations. He has presented at WPC, TechEd, Windows Connections, product launches, TechNet, TS2, and supporting the Microsoft Partners with their customer events. He has worked for Fortune 500 companies such as Franklin Covey and MCI. Most recently Bryan spent time as the Technical Director for Certified Partners, helping to build the business and oversee all Technical Projects.



Marc Bech (Corel)

Marc Bech is a Field Service Specialist at Corel. Marc Bech has over 2 decades of experience in Multimedia, Graphics and E-Learning Software Sales, Sales Engineer and Business Development with such powerhouses as Macromedia, Adobe Systems (twice), Enspire Learning and Corel Corp. (twice). Marc recently found his way back to Corel as the North American Field Services Manager, to continue the sharing and expansion of his industry experience, knowledge and joy of working with killer desktop multimedia and productivity software. Born in France, raised in Hawaii, Marc is now based near Austin, TX and has a 11-yr old daughter Jacqueline.



David Bradshaw (Intel)

David Bradshaw manages Intel's North American Channel Motherboard business. David has been with Intel for 15 years in many OEM and Channel marketing roles, including managing Intel's wireless business in EMEA and Intel's relationship with Dell. In his current role he works closely with both distribution and the North American reseller base helping to drive the new All-in-One opportunities that exist for the channel, along with the rest of Intel's Motherboard line up.



Donald R. Cotey Jr. (IBM)

Don Cotey is the Chief Strategist, IBM Global Business Partners, responsible for defining the Global Channel Strategy and leading strategic growth initiatives that drive channel revenue for IBM Business Units through the ecosystem of IBM Business Partners. Cotey is a Corporate Entrepreneur with a proven track record for leading hyper-growth businesses in the Information Technology industry. Don's professional expertise spans several management disciplines including: Strategic Planning, Business Innovation, Marketing, Solutions Selling, Knowledge Management and Organizational Design. Prior to joining IBM in 1998, Don worked for ten years with Andersen Consulting (Accenture) in several Consulting Practice leadership roles.



Steve Dallman (Intel)

Steven J. Dallman is the Vice President, Sales and Marketing Group, and General Manager, Worldwide Reseller Channel Organization (RCO). He is responsible for leading Intel's worldwide channel sales efforts, including channel marketing and distribution programs. Dallman has held a number of sales and marketing and management positions at Intel, including director of channel sales and marketing for North America, distribution sales manager for the Americas region and regional sales manager for the Northwestern U.S. and Canada. He joined the company in 1979 as a field sales engineer. Prior to Intel, Dallman held engineering positions with Hughes Aircraft and Beckman Instruments.

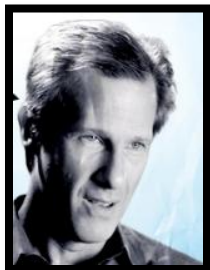


Vendors



Piero DePaoli, Symantec, Director, Product Marketing

Piero leads a team responsible for product marketing of Symantec's endpoint, messaging and web security solutions. Piero has more than 14 years experience building, marketing and selling mobility and security solutions to enterprises and SMBs. Prior to joining Symantec, Piero held product management, product marketing and sales positions with iPass, CompuServe Network Services, UUNET and MCI WorldCom. Piero holds an MBA with an emphasis in Information Systems and Marketing and a Bachelor of Arts in Political Science and Economics from the University of California, Davis.



Bill Elwell (Intel)

Bill Elwell is the North American Channel Manager for Intel® Xeon® Processors. "Bill the Server Guy" has a video series on www.techinsight.tv. With a strong background in both technology and marketing, Elwell brings a diverse knowledge base to his work with servers at Intel. In his 14 years at Intel, Bill has served in multiple roles including Xeon Channel Manager, Blade Server Product Manager for North America product marketing for workstation and server products along with a commodity management role.

Prior to Intel, he spent 10 years in engineering and desktop product management for the federal division of a major computer manufacturer.



Nancy Hammervik (CompTIA)

As senior vice president, industry relations, for CompTIA, Nancy Hammervik is responsible for elevating the association's public profile among its membership and across the IT industry. She is the principal liaison between members and the association; helps shape CompTIA educational programs and association initiatives for the IT channel; and acts as an advocate on behalf of members and the broader industry.

Ms. Hammervik joined CompTIA in 2011 after a 20-plus year career with Everything Channel, where she was senior vice president events, responsible for leading the sales, marketing, recruitment, content and event production strategies for the events business.



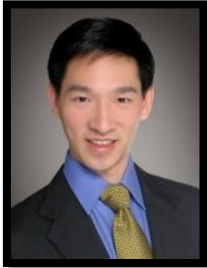
Greg LaMonica (CA)

Greg LaMonica is senior director of the technical sales organization for the CA Technologies Data Management business. In this role, Greg leads the team responsible for presenting, consulting, and demonstrating the features of the company's CA ARCserve solutions for partner and customer enablement.

Greg joined CA in 1996, starting as a technical support manager for the CA ARCserve Backup product. He has held many leadership roles within the company's storage technology product lines, including being a member of CA Services as a principal architect for the Storage Resource Management and Data Management products, eventually moving into his current role.



Vendors



Harrison Li (Intel)

Harrison Li is the Global Small Business Marketing Manager for the channel at Intel Corporation. In this capacity he is responsible for driving Intel's channel small business strategy, developing content & solutions and delivering business value through the channel.

He has been with Intel for over 14 years in a variety of product and marketing management positions. Prior to this role, Li was the Asia Pacific Small Business Brand Manager responsible for driving the growth of Intel's presence through integrated marketing campaigns and partner alliances. Li holds a bachelor's degree in Electrical Engineering and a master's degree in Business Management.



Mike Parrottino (HP)

Mike Parrottino is vice president of U.S. Channel Sales for the Personal Systems Group (PSG) at HP, where he is responsible for go-to-market sales strategy across national resellers, distributors and Direct Response Channel partners. He also is responsible for channel marketing across all business units in the Americas region, which includes the PartnerONE program as well as other pan-HP channel marketing development and communications initiatives.

A 24-year HP veteran with nearly 30 years of industry experience, Parrottino previously was responsible for driving PSG channel sales growth in the United States as vice president of PSG Sales and Business Management.



Cyndi Peach (Intel)

Cyndi is the Business Development Manager for Non-Volatile Memory Solutions Group (NSG) products in Americas Channel Markets at Intel. Cyndi has a diverse background ranging from technical support, marketing, management and sales while covering a variety of technologies and products. In her current role Cyndi is focused on growing Intel's solid state storage business in the channel markets.



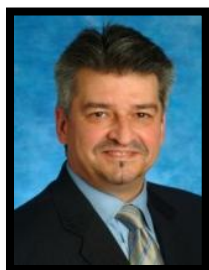
John Shell (Oracle)

As Sr. Director of Partner Enablement, John Shell brings over 20 years of software, hardware, and business experience, including product management, marketing, and sales. He is focused on global partner enablement for Oracle's operating systems, virtualization technologies, and server and storage product lines. His primary objective is to ensure that partners have the necessary sales and technical resources to create high value solutions based on Oracle technologies and products.

Coming to Oracle via the acquisition of Sun Microsystems, John started with product management responsibility for Sun's web infrastructure software product line, which included the Netscape/iPlanet Web Server.



Conference Sessions



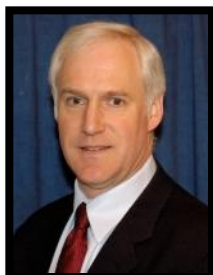
Marshall Bartoszek (Networking)

Marshall Bartoszek is principal analyst for ACG Research's data center practice. Datacenter: Architectures and Best Practices for the New Era offers a comprehensive data center program consisting of training modules to support vendors and service providers go-to-market processes based on the industry's best practices. Previously, Marshall led Fortinet's switching business unit focused on low latency, high performance computing applications in the data center. While with Force10, Marshall established Force10 as the leader of high-performance Ethernet, focusing on the data center. As the VP & GM for EMEA (London), Marshall established Force10 as the high performance, 10G leader in data center switching and routing infrastructure.



Camberley Bates (Storage)

As Managing Director at Evaluator Group, Camberley leads corporate strategy and development. With over 20 years of experience she has led marketing / sales at VERITAS, GE and EDS. At VERITAS she led worldwide channel program restructuring and strategic Alliance marketing. At GE Access she grew a new division from \$14m to \$500m through a solution practice methodology. In her early career Camberley held directors positions EDS and IBM, working with large mainframe accounts. She holds a BS degree from CSULB and certificates from Wellesley and Wharton.



Tab Butler (Storage)

Tab Butler joined the Major League Baseball Network in June of 2008 as part of the Engineering and IT Department, chartered with the facility build-out and the January 1, 2009 MLB Network launch. Currently, Tab is Director and manages the Media Management team for the MLB Network, and oversees MLB Network Post Production. Tab has over 22 years of experience in Network TV Broadcast Operations, and 11 years of Sales and Marketing Management with IT and Broadcast manufactures. He received two Emmy Awards while at NBC, and two Emmy Awards while at MLB Network.

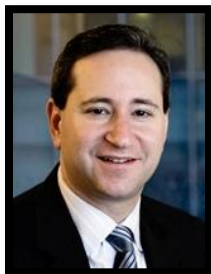


Robert C. DeMarzo (Business Management)

Bob DeMarzo is the Sr. Vice President of Strategic Content for UBM Channel and COMDEXvirtual Chair. Demarzo oversees content creation and development for Everything Channel's events, web and print publications, including its major editorial research projects. A former daily newspaper journalist, he started his business reporting career at CMP Media Inc., when he joined the launch team of Computer Reseller News. During his career, he has served as a Publisher and Editor, so he possesses a deep understanding of the content, sales, marketing and business side of publishing.



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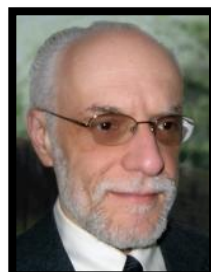
Daniel DiSano (Business Management)

Daniel DiSano is President and CEO of Axispoint. Under Mr. DiSano's leadership, Axispoint has experienced twentyfold organic growth. Mr. DiSano plans to continue the growth initiatives he has established at the company in order to further develop Axispoint's brand both domestically and internationally. Prior to Axispoint, Mr. DiSano served as an officer at HQ Global Workplaces, the world's leading provider of serviced offices. Mr. DiSano helped grow the company from \$40 million to over \$600 million in sales. Mr. DiSano was invited by President Barack Obama to join the TMTC (Technology, Media and Telecom Committee) where he assisted the Campaign in writing technology policy.



Bill Fife (Storage)

Bill Fife is Director of Technology for Wholesale Electric Supply Co. in Houston, Texas. Since 1986 he has been in corporate IT / data center operation and began while he was working on an older model mainframe. Transitioning from mainframes through the other expected architectures to our current highly virtualized environment (servers, I/O and storage) has taught Bill many important lessons, which serve him well as he strives to make Wholesale Electric Supply as efficient as possible in a highly competitive field. He has been quoted widely in such technology magazines as Search Storage, Processor Network World.



Jack E. Gold (Wireless and Mobility)

Jack E. Gold is Founder and President at J.Gold Associates, LLC, a technology industry analyst firm. Gold has over 40 years in the computer and electronics industries, including work in imaging, multimedia, technical computing, consumer electronics, software development and manufacturing systems. He is a leading authority on mobile, wireless and pervasive computing, advising clients on business analysis, strategic marketing and planning, architecture, product evaluation/selection and enterprise application strategies. Before founding J. Gold Associates, he spent 12 years with META Group as a Vice President in Technology Research Services. He also held positions in technical and marketing management at Digital Equipment Corp. and Xerox. Mr. Gold has a BS in Electrical Engineering from Rochester Institute of Technology and an MBA from Clark University.



Barb Goldworm (Virtualization)

Barb Goldworm is Founder, President & Chief Analyst of FOCUS, LLC, a research, analyst and consulting firm focused on virtualization, systems, and storage. She is a well-known industry expert and has held senior management, technical, marketing, sales and industry analyst positions with IBM, StorageTek, Novell, Enterprise Management Associates. In addition to giving regular keynotes at many virtualization, datacenter and storage events throughout North America, Barb is on the advisory board for CloudConnect.



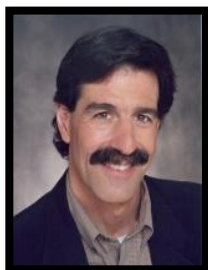
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Earle Humphreys (Cloud)

Earle Humphreys is the CEO Information Technology Executive Exchange (ITEEX). He is an IT channel industry thought leader and was named to the 2010 MSP TOP 250 by MSP Mentor. He is in demand as a speaker and lecturer to various channel groups including MSPU, ASCII, Cloud Services Depot and Comptia. Virtually all of Earle's previous industry background involved building and managing channels in the IT industry.

Earle and ITEEX designed and built for Comptia's Business Accreditation Program the first independent Security business technical accreditation in the industry targeted at VAR market and Security vendors channel partners.



Jeff Kaplan

Jeff Kaplan is the Managing Director of THINKstrategies, a strategic consulting firm focused on the business implications of the transition of the technology industry from product-centric to services-driven solutions such as SaaS, Cloud Computing and Managed Services. Kaplan is also the founder of the SaaS and Managed Service Showplace online directories and best practice resource centers (SEE LAST YEAR's for pick up)



Zeus Kerravala (networking)

Zeus Kerravala is senior vice president at Yankee Group and distinguished research fellow. He leads the Research Council and provides thought leadership to the organization. Comprising senior research leaders, the Research Council provides outreach to clients and the broader Yankee Group community. Kerravala drives the strategic thinking of the research organization. Kerravala's experience involves working with customers to solve their business issues through the deployment of infrastructure technology.

Before Yankee Group, Kerravala was a senior engineer and technical project manager for Greenwich Technology Partners, a leading infrastructure consulting firm. Earlier, he was the vice president of IT for Ferris, Baker Watts.



Nick Lippis (Networking)

Nicholas J. Lippis III is an authority on advanced IP networks, communications and their benefits to business objectives. He is the publisher of the Lippis Report, a resource for IT business decision makers. Mr. Lippis is uniquely positioned to comment, analyze and observe computer networking industry trends. At Lippis Enterprises, Inc., Nick works with entrepreneurs evaluating new business opportunities in enterprise networking and servers. He has advised numerous Global 2000 firms on network architecture, design, implementation, vendor selection and budgeting. Mr. Lippis founded Strategic Networks Consulting, Inc., a computer networking consulting concern, which was purchased by Softbank/Ziff-Davis in 1996.



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Maribel Lopez (Wireless and Mobility)

Maribel Lopez is Principal Analyst and Vice President at Constellation Research Group. She is also the CEO of Lopez Research, a market research and strategy consulting firm that specializes in communications technologies with a heavy emphasis on the disruptive nature of mobile technologies. Maribel's mission is to understand the evolution of these industries, provide thought leadership, and assist both enterprise and technology vendor clients in building winning market strategies. Her perceptions in the enterprise market are gained through direct industry involvement and client interaction while in the consumer market Maribel combines survey-based research and predictive analysis to gain insight into coming trends.



Dennis Martin (Storage)

As Evaluator Group's Lab Director, Dennis has 30 years of information technology experience in software development, project management and marketing, with expertise in mainframe, UNIX and windows environments. His experience spans small to large companies such as StorageTek. He is a highly respected analyst publishing and speaking for SNW and TechTarget. Today, he is president of [Demartek](#), a company that provides lab validation and performance testing of storage hardware and software products. Dennis is the founder of the [Rocky Mountain Windows Technology User Group](#) and was its President from 1994-2000



Dave Michels (Unified Communications)

Dave Michels, *CEO Verge1*, is an independent industry analyst and consultant focusing on IP PBX UC strategies and solutions; particularly around emerging trends such as cloud telephony, endpoints, mobility, and channel strategies. Dave has a background in enterprise IT and networks, and a passion for IP Telephony. He is an active blogger on telecom and related topics.

Dave's background combines years of IT operational experience at Fortune500 companies such as Coors and GE as well as mid size organizations in travel and manufacturing. He has strong experience with channel development, from manufacturer, distributor, and dealer perspectives.



Marty Parker (Unified Communications)

Marty Parker is a Principal of UniComm Consulting LLC & Co-founder UCStrategies.com. Marty focuses on helping enterprises improve their business results through Unified Communications. Marty sees UC as 'communications integrated to optimize business processes' including collaboration tools and whether on premise or in the cloud. UniComm Consulting uses a suite of proven methods to identify communication 'hot spots' which UC can remove or mitigate to produce high ROI business process optimization. UniComm Consulting also assists clients in preparing their multi-year UC roadmaps, again optimizing benefits while reducing cost and expense.



Conference Sessions



Shahin Pirooz (Storage)

Shahin Pirooz is the Executive Vice President, Engineering Operations & Chief Technology Officer at CenterBeam. Pirooz has a wealth of experience in operations management, account leadership, project management and customer relationship management. He has held critical leadership roles with leading organizations including EDS, with responsibilities for key clients including Palm, Philips, VLSI, Netigy. Areas of expertise include IT architecture, core tools, Operating Systems, and programming languages.

Mr. Pirooz has extensive education in electrical engineering and computer science, UNIX System Administration and System Programming certifications, CNA Novell NetWare System Administration and Novell NetWare Advanced System Administration. He has also earned numerous Microsoft certifications.



Blair Pleasant (Unified Communications)

Blair Pleasant is President & Principal Analyst of COMMfusion LLC and a co-founder of ucstrategies.com, an industry resource on the growing UC arena. She provides consulting and market research analysis on voice/data convergence markets, applications, and technologies, aimed at helping end-user and vendor clients both strategically and tactically. Prior to COMMfusion, Ms. Pleasant was Director of Communications Analysis for The PELORUS Group, a market research and consulting firm, and President of Lower Falls Consulting.



Don Ryan (Cloud)

Don Ryan is a Vice President, Technology Practice at Market Probe. He is a seasoned consultant on customer advocacy and brand equity research for IT and communications companies. His career spans more than 20 years of experience using market data to formulate marketing recommendations in the technology industry. He works with major IT, media and mobile brands including Microsoft, HP and Fox.

An industry thought leader, Don was a main author of "Never Ending Friending" (2007). It addressed the role of social networking as a component of social behavior and calculated marketing ROI for social marketing campaigns.



Jon Toigo (Storage)

Jon Toigo is CEO and Managing Principal of Toigo Partners International LLC, an independent consultancy and technical research & analysis firm. He is also chairman of The Data Management Institute LLC, a professional development organization for those who design, plan, manage and administer storage infrastructure and data assets. An outspoken technology consumer advocate and vendor watchdog, Jon has 15 books relating to technology to his credit.



Dave Uhler (Wireless and Mobility)

Dave Uhler is the National Director of Research & Development for Slalom Consulting. Uhler has spent his entire career working in the mobile industry. After spending three years at AT&T Wireless, Dave joined Slalom Consulting. In this role, he brings technical and managerial experience to clients and their mobile projects. In 2009, Dave formalized a group of developers to create a department within Slalom that focuses on mobile solutions for businesses. Dave's group combines technical and management expertise to create mobile solutions that drive business results. Currently, he is working on projects with Navteq and Universal Music Group.



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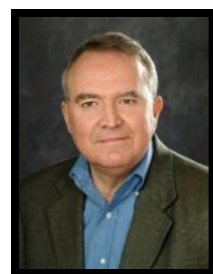
Bob Venero (Business Management)

Bob Venero is President and CEO of Future Tech Enterprise, Inc. He has taken a start-up company from the basement of his Long Island home in 1996 to an industry-leading end-to-end IT solution provider with revenue set to exceed \$100 million in 2010 and over 100 employees. He frequently appears in the media and speaks to audiences about technology trends, the IT industry, management, entrepreneurship and closing the deal. Under Bob's leadership, Future Tech Enterprise, Inc. has become a dynamic international resource for Fortune 1000 organizations looking for ways to save resources, increase efficiencies and remain competitive.



Phil Wainwright (Cloud)

Since 1998, Phil Wainwright has been a thought leader in cloud computing as a blogger, analyst and consultant. He is best known for his Software as Services blog on ZDNet, and also blogs on The Connected Web at eBizQ, covering topics from cloud to social media. His newest role as an industry advocate is as vice-president of EuroCloud. He is CEO of strategic consulting group Procullux Ventures, where he advises US and European SaaS and cloud vendors on messaging, positioning and go-to-market, and has developed a framework to help enterprises harness the cloud for business transformation.



John Webster (Storage)

John Webster is a Senior Partner and contributes to Evaluator Group's ongoing research into data storage technologies including hardware, software and services management. His specialties include storage and data management, virtualization, cloud computing, and analysis of storage infrastructure acquisition alternatives. Mr. Webster has over 30 years experience in IT and is the author of numerous articles and white papers. He is also the co-author of a book entitled ["Inescapable Data – Harnessing the Power of Convergence."](#) published in April, 2005 by Prentice Hall. He contributes regularly to CNET.com and has also been a featured speaker at Storage Networking World and Storage Decisions events.



Jill Wojcik (Storage)

Jill Wojcik is the Corporate Director of Distributed Architecture for Continuum Health Partners, Inc. in NYC. She has held various leadership positions in Healthcare I.T. for the last decade. Jill has been a quoted source of feature articles in numerous technology periodicals. She has presented nationally, including the HIMSS (Health Information and Management System Society) on various Healthcare Information Technology topics. Jill has been part of the leadership for healthcare institutions that have won several prestigious awards, most recently: 2010 InformationWeek 500 Top Technology Innovators across America



David Yedwab (Unified Communications)

David Yedwab is a Founding Partner in Market Strategy and Analytics Partners LLC. He's a seasoned technology marketing executive who provides marketing, sales, technology & business advice to the world's largest companies. Prior to starting Market Strategy and Analytics Partners, Mr. Yedwab managed the Public and Private Networking practices of The Eastern Management Group. He has also held business development, marketing and sales management positions with AT&T & Bell Laboratories, Univac (now Unisys), and as a scientific programmer for United Aircraft Research Laboratories (United Technologies).



Channel@Work charity:water Challenge

The Channel@Work program is the charitable component of our event. Our COMDEXvirtual project provides the global IT Channel with an opportunity to come together and make a collective impact.

We are issuing a **\$5K Challenge** for charity:water.

Charity:water is a non-profit organization bringing clean and safe drinking water to people in developing nations. 100% of the public donations collected directly fund clean water projects in developing nations.

Our \$5,000 will **build a water well** that can serve a community of 250+ people.

When we reach our goal, they'll show us just where our money went.

That's right -- we'll be able to see the GPS coordinates, photos and other details about the community we've impacted!

This is our opportunity to give back and make a lasting difference in many lives; we hope that you will join us.

How You Can Help

- Make a donation at <http://mycharitywater.org/comdex>
- Stop in the COMDEXvirtual Prize Center to learn how you can cash in your prize points in exchange for a donation in your honor
- Spread the word – share the project with others and invite them to learn more or donate

You will find a link to donate to charity:water on the front of the information counter in the COMDEXvirtual Lobby, or you can donate here: <http://mycharitywater.org/comdex>



World Premiere



Platinum



VAR Bar



Build-a-Badge



COMDEXvirtual Bus



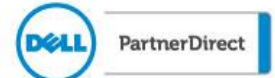
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