



DC|IA

Distributed Computing Industry Association

CLOUD COMPUTING CONFERENCE

Advances in Content Security and Reliability



Second Annual
CLOUD COMPUTING CONFERENCE
Within The NAB Show

April 8-9, 2013 | M-10:30-4:00 T-9:30-4:30 | Las Vegas, NV

**THANK YOU FOR
ATTENDING**

DCIA CONTACT INFO

410-476-7965
info@dcia.info

EVENT LOCATION
Las Vegas Convention
Center



**DCIA
HEADQUARTERS**
2838 Cox Neck Road
Suite 200
Chester, MD 21619
USA

**Is your company
interested in becoming a
Member of the DCIA?**

Please contact

**DCIA
Member Services**

info@dcia.info
410-476-7965

**CLOUD COMPUTING
CONFERENCE**

**The Distributed
Computing Industry
Association (DCIA)**
cordially welcomes you to
our second annual **CLOUD
COMPUTING CONFERENCE**
at the NAB Show.

**"Don't miss this two-day
conference that will
demonstrate how
software developers are
addressing two major
concerns with respect to
cloud-based solutions for
audio/video delivery –
reliability and security.
Experts will provide a
senior management
overview of how cloud-
based solutions positively
impact each stage of the
content distribution
chain."- NAB**

© 2013 Distributed Computing
Industry Association (DCIA)
All Rights Reserved



**CONFERENCE
SPONSORS**



The DCIA is very grateful to our CLOUD COMPUTING CONFERENCE Sponsors

Amazon Web Services (AWS) offers a complete set of infrastructure and application services that enable you to run virtually everything in the cloud: from enterprise applications and big data projects to social games and mobile apps. One of the key benefits of cloud computing is the opportunity to replace up-front capital infrastructure expenses with low variable costs that scale with your business. AWS enables you to eliminate the need for costly hardware and the administrative pain that goes along with it. AWS can reduce costs and improve cash flow, whether you are starting out or operating on a large scale. Compare your total cost of ownership for running web applications on-premises and on AWS.

Aspera's "fasp" transport technology is an emerging standard for the high-speed movement of large files and large collections of files over wide area networks (WANs). Hollywood studios, major broadcasters, telecommunications operators, sports leagues, and Fortune 500 companies rely on Aspera software for the mission-critical transport of their most valuable digital assets. Easy-to-deploy, fully cross-platform, file-type and network-type agnostic, Aspera solutions deliver unprecedented levels of transfer performance to file-based workflows - including maximum speed, security, and bandwidth efficiency - transporting hundreds of terabytes of content each day.

When you use **DAX** (formerly Sample Digital), you open a world of possibilities for your media. You can trust that this online environment is simple, secure, and innovative, promoting the highest level of creativity, collaboration, and community. The DAX platform delivers targeted workflow and media asset management applications and services to companies that produce, distribute, and license audio-visual and rich media content. Want to tame the media beast? DAX offers a suite of powerful applications optimizing the business process in content production and distribution management. The DAX platform is a highly-secure web-based environment.

Equinix was founded in 1998 when the web was revolutionizing information-sharing and exceeding its capacity for growth. As digital media, social media, and cloud applications spring up, Equinix enables global and emerging businesses alike to deliver their applications with higher performance and reduced latency through Platform Equinix. Equinix operates International Business Exchange data centers in 31 markets across 15 countries in the Americas, EMEA, and Asia-Pacific. Yet the company remains true to the idea on which it was founded: to ensure the vitality of an ever-growing, information-driven world. Equinix's mission is to protect, connect, and power the digital economy.

With millions of registered users in 193 countries and 98 percent of the Fortune 500, **YouSendIt** is the go-to file collaboration service for both consumers and enterprise. The company's online services span from simple file sharing to complete collaboration services that allow users to securely share, sign and access content from any mobile device or PC. YouSendIt has garnered industry recognition for its services and outstanding work culture. It's been honored with awards including the Always On Top 100 Private Companies and Webware 100 Awards, which recognize its innovation, leadership, and workplace satisfaction.

CLOUD COMPUTING CONFERENCE

DCIA Program Agenda

Date: Monday, April 8, 2013

Location: Las Vegas Convention Center N249

10:30AM - 11:15AM

INDUSTRY UPDATE ON CLOUD ADOPTION

How are cloud-based technologies currently being deployed throughout the audio/video (A/V) ecosystem? What file-based workflow strategies, products, and services are now working best?

OPENING KEYNOTE: 10:30 – 10:45

Mark Ramberg, Global Digital Media Bus. Strat., **Amazon Web Services**

PANEL: 10:45 – 11:15

Panelists:

Frank Aycock, Professor, **Appalachian State University**

Jonathan Hurd, Director, **Altman Vilandrie**

Rob Kay, SVP, CloudMediaHub, **Strategic Blue**

Patrick Lopez, Founder & CEO, **Core Analysis**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

11:15AM - 12:00PM

OUTSTANDING ISSUES: RELIABILITY & SECURITY

What remaining pitfalls cause producers and distributors to resist migrating to the cloud? How are liability, predictability, privacy, and safety considerations being addressed?

SPEAKER: 11:15 – 11:30

Shekhar Gupta, Director, Systems Integration, **Motorola Mobility**

PANEL: 11:30 – 12:00

Panelists:

Lawrence Freedman, Partner, **Wildman Palmer**

Tanya Frerichs, Director of Security Compliance, **DocuSign**

John Schiela, President, Conv. Tech. & Media, **Phoenix Marketing Intl.**

Jason Shah, CTO & EVP, **Mediafly**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

12:00PM – 1:00PM LUNCH BREAK

1:00PM - 1:45PM

**CLOUD SOLUTIONS FOR CONTENT CREATION –
Sponsored by Equinix**

How is cloud computing being used for collaboration and other pre-production functions? What do dailies-screening and editing in the cloud offer the content production process?

SPEAKER: 1:00 – 1:15

Patrick Macdonald-King, President & CEO, **DAX**

PANEL: 1:15 – 1:45

Panelists:

Sean Barger, CEO, **Equilibrium**

Robert Blackburn VP, Americas Cloud & Content Verticals, **Equinix**

Morgan Fiumi, Founder & CEO, **Sfera Studios**

Rob Green, CEO, **Abacast**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

1:45PM - 2:30PM

POST-PRODUCTION IN THE CLOUD

What do cloud solutions bring to post-production functions such as animation and graphics generation? How are formatting, applying metadata, and transcoding improved by cloud computing?

MARQUEE KEYNOTE: 1:45 – 2:00

Chris Launey, Program Director, Cloud Hosting, **Disney**

PANEL: 2:00 – 2:30

Panelists:

Jim Duval, Director of New Products & Strategy, **Telestream**

Joe Foxton, VP, Business Development, **MediaSilo**

Jun Heider, Sr. Architect & Development Manager, **RealEyes**

Bill Sewell, President, **Wiredrive**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

2:30PM – 3:15PM

CLOUD-BASED MULTIMEDIA STORAGE

How are data centers and content delivery networks (CDNs) at the edge evolving? What do business-to-business (B2B) storage solutions and consumer “cloud media lockers” have in common?

SPEAKER: 2:30 – 2:45

Dave Fellingner, Chief Scientist, Strategy & Technology, **DataDirect Networks**

PANEL: 2:45 – 3:15

Panelists:

Bang Chang, VP of Americas, **XOR Media**

Tom Gallivan, Vice President, SMB, **WD**

Douglas Trumbull, Founder & CEO, **Trumbull Ventures**

Mike Wall, CEO & Executive Chairman, **Amplidata**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

3:15PM – 4:00PM

CONTENT DELIVERY FROM THE CLOUD

How is cloud computing being used to enable distribution and playback on multiple fixed and mobile platforms? What does the cloud offer to improve the economics of "TV Everywhere?"

SPEAKER: 3:15 – 3:30

Chris Rittler, SVP Sales, Bus. Dev. & Mktg., **Deluxe Digital Distribution**

PANEL: 3:30 – 4:00

Panelists:

Brian Campanotti, CTO, **Front Porch Digital**

Malik Khan, Executive Chairman, **LTN Global Communications**

John Maniccia, Solutions Engineer, **Octoshape**

Mike West, Founder & CTO, **GenosTV**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

Date: Tuesday April 9, 2013

Location: Las Vegas Convention Center N249

9:00AM – 10:30AM

CLOUD IMPLEMENTATION CASE STUDIES

How was cloud computing used most successfully during 2012 in the multimedia content distribution chain? What lessons can be learned from these deployments that will benefit other industry players?

CASE STUDY: 9:00 – 9:15

Jason Suess, Principal Technical Evangelist, **Microsoft**

CASE STUDY: 9:15 – 9:30

Andrea DiMuzio, Senior Solution Architect, **Aspera**

CASE STUDY: 9:30 – 9:45

Keith Goldberg, VP, Transmission & Resiliency Ops, **Fox Networks**
Ryan Korte, Principal Network Architect, **Level 3**

CASE STUDY: 9:45 – 10:00

Baskar Subramanian, Co-Founder, **Amagi Media Labs**

PANEL DISCUSSION: 10:00 – 10:30

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

10:30AM – 10:45AM NETWORKING BREAK

10:45AM - 11:30AM

CHANGES IN CLOUD COMPUTING

How is the cloud-computing industry changing in relation to content rights-holders? What new specialized functions-in-the-cloud, interoperability improvements, and standardization are coming this year?

PANEL: 10:45 – 11:15

Panelists:

David Cerf, EVP, Business & Corp. Dev., **Crossroads Systems**

Margaret Dawson, VP, Product Management, **Symform**

Jeff Malkin, President, **Encoding**

Venkat Uppuluri, VP of Marketing, **Gaian Solutions**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

SPEAKER: 11:15 – 11:30

Mark Davis, CEO, **Scenios**

11:30AM - 12:00PM

A FUTURE VISION OF THE CLOUD

What do the latest forecasts project about the ways that cloud-computing solutions will continue to impact the A/V ecosystem over the long term? How will the underlying businesses that are based on content production and distribution be affected?

PANEL: 11:30 – 12:00

Panelists:

John Gildred, Founder, **SyncTV**
Karen Keehan, Director, Industry Collaborations, **ODCA**
Mike Sax, Founder & Chairman, **ACT**
Sam Vasisht, Chief Marketing Officer, **Veveo**

Moderator:
Marty Lafferty, CEO, **Distributed Computing Industry Association**

12:00PM – 1:00PM LUNCH BREAK

1:00PM - 1:45PM

MILITARY & GOVERNMENT CLOUD REQUIREMENTS

How do the needs of military branches and government agencies for securely managing multimedia assets differ from the private sector? What do these requirements have in common with commercial practices?

SPEAKER: 1:00 – 1:15

Michael Weintraub, Executive Director, Technology, **Verizon**

PANEL: 1:15 – 1:45

Panelists:

Scott Campbell, Principal, Media, Ent. & Telecoms, **SAP America**

Fabian Gordon, CTO, **Ignite Technologies**

Linda Senigaglia, Sr. Dir. of Prod. Marketing, **HERTZ NeverLost**

Alex Stein, Chief Strategy Officer, **Eccentex**

Moderator:
Marty Lafferty, CEO, **Distributed Computing Industry Association**

1:45PM – 2:30PM

UNIQUE CLOUD-BASED SOLUTIONS

What are cloud solutions providers currently developing to address specific considerations of the intelligence community (IC) in fulfilling its missions? How will these approaches evolve and change during 2013?

MARQUEE KEYNOTE: 1:45 – 2:00

Saul Berman, Lead Partner, Global Business Services, **IBM**

PANEL: 2:00 – 2:30

Panelists:

David Bornstein, Director, Product Management, Media, **Akamai**

Rajan Samtani, Consultant

Ganesh Sankaran, Co-Founder & COO, **PrimeFocus**

Dan Schnapp, New Media, Ent. & Tech., **Hughes Hubbard & Reed**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

2:30PM – 2:45PM NETWORKING BREAK

2:45PM – 4:15PM

RELEVANT CLOUD CASE STUDIES

How is cloud computing being used to help securely manage sensitive multimedia? What lessons can be learned from these deployments that will benefit military and government organizations?

CASE STUDY: 2:45 – 3:00

Grant Kirkwood, Founder, **Unitas Global**

CASE STUDY: 3:00 – 3:15

William Michael, Director, Business Development, **NEC Corporation**

CASE STUDY: 3:15 – 3:30

Randy Kreiser, Senior Technical Advisor, **DataDirect Networks**

CASE STUDY: 3:30 – 3:45

John Delay, Director, New Media & Government Strategy, **Harris**

PANEL DISCUSSION: 3:45 – 4:15

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

4:15PM – 4:30PM

CONFERENCE CLOSING

How do those involved in multimedia production, storage, and distribution leverage cloud-based solutions to their fullest potential? What resources are available for comparing notes and staying current on the latest developments?

SPEAKERS: 4:15 – 4:30

Steve Russell, VP, Product & Comm. Activities, **Tata Communications**

Jeffrey Stansfield, President, **Advantage Video Systems**

Program Speakers

Frank Aycock, Professor, **Appalachian State University**

Sean Barger, CEO, **Equilibrium**

Saul Berman, Lead Partner, Global Business Services, **IBM**

Robert Blackburn VP, Americas Cloud & Content Verticals, **Equinix**

David Bornstein, Director, Product Management, Media, **Akamai**

Brian Campanotti, CTO, **Front Porch Digital**

Scott Campbell, Principal, Media, Ent. & Telecoms, **SAP America**
David Cerf, EVP, Business & Corp. Dev., **Crossroads Systems**
Bang Chang, VP of Americas, **XOR Media**
Mark Davis, CEO, **Scenios**
Margaret Dawson, VP, Product Management, **Symform**
John Delay, Director, New Media & Government Strategy, **Harris**
Andrea DiMuzio, Senior Solution Architect, **Aspera**
Jim Duval, Director of New Products & Strategy, **Telestream**
Dave Fellingner, Chief Scientist, Strat. & Tech., **DataDirect Networks**
Morgan Fiumi, Founder & CEO, **Sfera Studios**
Joe Foxton, VP, Business Development, **MediaSilo**
Lawrence Freedman, Partner, **Wildman Palmer**
Tanya Frerichs, Director of Security Compliance, **DocuSign**
Tom Gallivan, Vice President, SMB, **WD**
John Gildred, Founder, **SyncTV**
Keith Goldberg, VP, Transmission & Resiliency Ops, **Fox Networks**
Fabian Gordon, CTO, **Ignite Technologies**
Rob Green, CEO, **Abacast**
Shekhar Gupta, Director, Systems Integration, **Motorola Mobility**
Jun Heider, Sr. Architect & Development Manager, **RealEyes**
Jonathan Hurd, Director, **Altman Vilandrie**
Rob Kay, SVP, CloudMediaHub, **Strategic Blue**
Karen Keehan, Director, Industry Collaborations, **ODCA**
Malik Khan, Executive Chairman, **LTN Global Communications**
Grant Kirkwood, Founder, **Unitas Global**
Ryan Korte, Principal Network Architect, **Level 3**
Randy Kreiser, Senior Technical Advisor, **DataDirect Networks**
Marty Lafferty, CEO, **Distributed Computing Industry Association**

Chris Launey, Program Director, Cloud Hosting, **Disney**
Patrick Lopez, Founder & CEO, **Core Analysis**
Patrick Macdonald-King, President & CEO, **DAX**
Jeff Malkin, President, **Encoding**
John Maniccia, Solutions Engineer, **Octoshape**
William Michael, Director, Business Development, **NEC Corporation**
Mark Ramberg, Global Digital Media Bus. Strat., **Amazon Web Services**
Chris Rittler, SVP Sales, Bus. Dev. & Mktg., **Deluxe Digital Distribution**
Steve Russell, VP, Product & Comm. Activities, **Tata Communications**
Rajan Samtani, Consultant
Ganesh Sankaran, Co-Founder & COO, **PrimeFocus**
Mike Sax, Founder & Chairman, **ACT**
John Schiela, President, Conv. Tech. & Media, **Phoenix Marketing Intl.**
Dan Schnapp, New Media, Ent. & Tech., **Hughes Hubbard & Reed**
Linda Senigaglia, Sr. Dir. of Prod. Marketing, **HERTZ NeverLost**
Bill Sewell, President, **Wiredrive**
Jason Shah, CTO & EVP, **Mediafly**
Jeffrey Stansfield, President, **Advantage Video Systems**
Alex Stein, Chief Strategy Officer, **Eccentex**
Baskar Subramanian, Co-Founder, **Amagi Media Labs**
Jason Suess, Principal Technical Evangelist, **Microsoft**
Douglas Trumbull, Founder & CEO, **Trumbull Ventures**
Venkat Uppuluri, VP of Marketing, **Gaian Solutions**
Sam Vasisht, Chief Marketing Officer, **Veveo**
Mike Wall, CEO & Executive Chairman, **Amplidata**
Michael Weintraub, Executive Director, Technology, **Verizon**
Mike West, Founder & CTO, **GenosTV**

CLOUD COMPUTING CONFERENCE

Keynotes & Speakers



Mark Ramberg is head of AWS Global Digital Media Business Strategy at Amazon Web Services. Mark is a 24 year veteran of the software industry having held various roles throughout his professional career ranging from software development, to program management, to marketing and business development.

Software development had been a hobby since childhood and Mark began his professional career at Microsoft, then moved to start-up software companies for 10 years before returning to Microsoft for 10 more years, then joined Amazon Web Services in 2011.

Throughout his career Mark has demonstrated a passion for digital media technologies and has been influential in the media industry.

Mark currently leads Global Business Strategy for Amazon Web Services' activity in the media industry.

Mark has an undergraduate degree in Computer Science from the University of Washington and an MBA in Technology Management also from UW.



Shekhar Gupta is Director of Systems Integration Product Development at Motorola Mobility. He joined the Global Technical Services Group at Motorola in April and leads product development efforts in the Global Systems Integration Group, chartered to design, develop, and deliver new revenue-generating products and services by infusing the best of technology and design. Global Systems Integration Product Development is responsible for developing leading-edge products, services, system design, and integration. Global Systems Integration Product Development has already successfully delivered new roadmap for products, services, and hosting models. Previously, he served as a senior director of OPNET Technologies, where he started and led professional services team to provide operations internationally. Before OPNET, Shekhar worked for Fortune 100 companies such as Sprint, Verisign, and Century Link in a wide variety of roles and has delivered many networks and products ranging from wireless to home. He had his own start-up company as well. Shekhar has 11 patents to his name and about 70 patent applications filed with the US Patent Office. He also has many industry certifications from Cisco to Nortel to Fujitsu and ALU. Shekhar holds a Bachelor of Science degree in electrical engineering from the University of Nebraska.

CLOUD COMPUTING CONFERENCE

Keynotes & Speakers



Patrick Macdonald-King is CEO/President of DAX (formerly Sample Digital), the secure media workflow production app – the industry standard for SaaS cloud technology that maximizes your assets throughout the content creation process and beyond.

Patrick's experience encompasses strategic marketing, production, corporate finance, and business management. In 2007, he assumed the role of CEO of Sample Digital Holdings when Sample Digital, Digital Dailies, and DAX Solutions merged operations. Patrick led the transaction financing as well as the integration of all business unit operations and product lines.

Prior to Sample Digital, he was the CEO/President of DAX Solutions. Prior to Sample Digital/DAX, he was Managing Director of Mamisi DMS, a digital media services and online dailies solution provider servicing the film and television production industry. Mamisi developed an onset encoding solution that captured and encoded video straight from the camera and distributed it offset via the Internet through a centrally hosted portal.

Prior to Mamisi, Patrick was the VP of Marketing and Corporate Development of the Annex Group, a concept and brand development group which launched USA brands into the Canadian market.



Chris Launey is the Director of Cloud Hosting in the Technology Solutions & Services organization at the Walt Disney Company, a group that lives at the intersection of a media and entertainment company's quickly shifting demands and a managed service provider's mission to maintain a stable and cost-efficient technology platform.

Chris' cloud architecture team has built an internal Infrastructure as a Service offering that provides a lightning fast and stupidly easy way for Disney cast members and partners to get compute, storage, and network resources to deploy and manage their applications and data.

His previous roles include running an infrastructure organization that managed Disney's online data centers, managing a service operations team that kept the lights on for Disney's Internet properties 24x7, and supporting web applications for ABC.com and ABCNews.com.

CLOUD COMPUTING CONFERENCE Keynotes & Speakers



Dave Fellingner is Chief Scientist, Strategy & Technology at DataDirect Networks. Dave has over three decades of engineering experience, including film systems, ASIC design and development, GaAs semiconductor manufacture, RAID and storage systems, and video processing devices, and has architected high-performance storage systems for the world's fastest supercomputers.

He attended Carnegie-Mellon University and holds patents in optics, motion control, video processing, file system technology, and pattern recognition.

In his role as chief scientist of DDN, Dave guides the company's product and market strategy to resolve key customer challenges at acute levels of scalability and has been instrumental in establishing DDN as a leader of the Big Data and Cloud eras.

Dave is a co-inventor of DDN's core cloud storage offering, their Web Object Scaler or WOS. As testament to this leadership, DDN technology now delivers more bandwidth to the world's TOP500 fastest computers than all other vendors combined.



Chris Rittler is SVP of Sales, Business Development, and Marketing of Deluxe Digital Distribution at ByDeluxe. Deluxe lives at the intersection of artistry and technology and is the industry's leading provider of digital media & entertainment services. It makes, moves, manages and monetizes content for the film, television, and advertising industries, providing world-class talent and technology innovation with well-known sub-brands: Beast, Company 3, Filmcore, MediaVu, and Method Studios. As consumers increasingly move seamlessly among media, connected devices and locations, only Deluxe's company stack can manage and simplify the complexity of today's media landscape. From creation to consumption, Deluxe increases efficiencies and transparency, helping its clients realize bigger visions and unlock greater value from their assets. Deluxe On Demand is an innovative video catalog service that enables operators to offer consumers a high quality experience with access to the content they want viewable on any device. It easily integrates with other parts of a VoD ecosystem to enable service providers to create a customized end-user experience. Consumers today want the ability to access lots of different content on any device and from anywhere. Meeting these expectations can be challenging and costly. Deluxe brings nearly a century of experience and technology in creating the highest quality digital content for media and entertainment.

CLOUD COMPUTING CONFERENCE Keynotes & Speakers



Jason Suess is a Principal Technical Evangelist at Microsoft focusing on digital media delivery scenarios.

His responsibilities include working with customers to architect and deploy large scale media solutions using Microsoft's platforms, products, and services (i.e. Smooth Streaming, PlayReady, Silverlight, Azure, Xbox, Internet Explorer, MSN) and drive requirements from those projects back into future project plans.

His recent work includes high profile sporting events such as the Olympics, March Madness, and Wimbledon where he helped customers deliver innovative digital media experiences that included thousands of hours of live HD streaming, multi-camera angle viewing, web-based video editing, synchronized play-by-play data, and dynamic mid-roll ad insertion in live streams.



Andrea Di Muzio is Senior Solution Architect at Aspera. In addition to design for file-based workflows in the media and broadcasting business, Andrea has extensive experience in client/server applications and object oriented design patterns.

He is skilled in content distribution network and video server integration, web service development, transcoding engines, and all major network transport protocols.

Previously Andrea worked as a Software Project Manager at Omneon Video Networks, a Technical Account Manager at Castify Networks, and a Software Engineer at Ideare.

CLOUD COMPUTING CONFERENCE Keynotes & Speakers



Keith Goldberg is VP, Transmission & Resiliency Operations at FOX Networks.

He is responsible for overseeing and managing all contribution and distribution transmission requirements for FOX Networks Group (FNG).

The Engineering & Operations division supports the entire FOX Network and cable groups including, FOX Entertainment, FOX Sports, FOX International Channels, and the 14 Regional Sports Networks.



Ryan Korte is Principal Network Architect at Level 3 Communications. He has more than 21 years of experience in developing and managing advanced fiber-optic network architecture for both Fortune 500 enterprise companies and nationwide telecommunications carriers. In his current position, he is responsible for the strategic technology direction and development of all media-related networks, products and services for Level 3 Vyvx Services. Under Ryan's direction, Level 3 launched HD VenueNet, the industry's first fiber-optic network for delivering live high-definition television (HDTV) feeds over an MPLS architecture. HD VenueNet has delivered the HDTV feed of the Super Bowl for the past seven seasons, as well as many other live sports and news events. Prior to becoming Principal Network Architect for Level 3, Ryan was a senior network architect for Level 3, where he was responsible for scouting new technologies for application to the backbone network and services. He also previously worked in the Professional Services group, where he provided his network engineering expertise to numerous customers. Before joining Level 3, Ryan held a number of positions with MasterCard International, where he was integral in determining the strategic direction and technology for the global MasterCard transaction network. Ryan is a member of the Video Services Forum, which is an international association dedicated to interoperability, quality metrics and education for video network technologies.

CLOUD COMPUTING CONFERENCE Keynotes & Speakers



Baskar Subramanian is Co-Founder of Amagi Media Labs. He describes himself as a dreamer, avid technologist, and thinker. Baskar likes to build companies – having spent the last 16 years in building technology companies. An M.Tech drop-out from IIT-Bombay, he earlier graduated from GCT, Coimbatore specializing in Computer Science and ever since has been on the prowl looking to build technologies fitting business needs or looking to build businesses leveraging high tech.

Baskar started his career in Texas Instruments in Bangalore building design systems – but was soon out building a new company – Impulsesoft.

He was the CTO and Co-founder of Impulsesoft, architected products and systems at both Impulsesoft and subsequently at SiRF (NASDAQ listed US semiconductor firm which acquired Impulsesoft).

Baskar loves straddling between technology and business strategy bridging the two. At Amagi, which he co-founded, Baskar drives business strategy, investments, and technology architecture. He has a host of patents and regularly mentors various start-ups and businesses.



Mark Davis is CEO of Scenios.com, the critically acclaimed production management platform that's based entirely in the cloud.

Mark is a William Morris Agency alumnus, having spent several years there in the music department. While at the agency, he worked closely with bands including Nirvana, Pearl Jam, The Eagles and the original Lollapalooza tour.

Mark then moved on to The Agency Group, where he worked with a number of bands including Pink Floyd. He then went on to found venture-capital backed Fresh Baked Studios in the late 90s, which was credited as the first company ever to transmit live streaming video from remote locations, via satellite.

More recently, Mark was a founding EVP and board member of BT Digital Media, a consortium between London-based BT Group and private equity firm Quadrangle Group. He writes and speaks frequently about using new cloud-based technologies for film and television production, and is the contributing author of Internet Age Broadcaster (published by NAB Books).

He has an MBA in Finance from City University of New York.

CLOUD COMPUTING CONFERENCE

Keynotes & Speakers



Michael Weintraub is Executive Director of Technology responsible for the architecture and development of Verizon Digital Media Services' platforms and services.

Previously, Michael worked in various roles throughout the technology organization both in Verizon and GTE Laboratories, principally working on applying innovation to drive new services. He helped establish the LTE Innovation Center facility in Waltham, MA, and also focused application layer architectures and service opportunities at the intersection of VoIP and the PSTN.

Michael has also led several facility constructions, netting him multiple hard hats and a strong interest in architecture, human dynamics, and data center design.

Michael earned a Master of Science and PhD in Computer Science from the Ohio State University, specializing in machine learning and expert systems. He earned a Bachelor of Science from Denison University. He holds several patents and is a senior member of the Association for Computing Machinery and a member of the Institute of Electrical and Electronics Engineers.



Saul Berman, PhD, is Partner & Vice President, Global Service Area Leader for Strategy & Transformation within IBM Global Business Services (GBS). In this role he works closely with major corporations around the globe on strategic business issues. He leads a worldwide team of IBM consultants focused on delivering business value through business, technology and operations strategy engagements as well as organizational change initiatives.

Prior to this role, Saul was the Lead Strategy Partner for the Media and Entertainment Practice as well as a Global Strategy & Change Services Leader at IBM GBS. Before joining IBM, he was the Global Strategic Change Leader at PwC Consulting. Saul was also previously with The Boston Consulting Group, a divisional Vice President with Broadway Department Stores and an Assistant Professor of Management at the University of Southern California.

Saul has more than 25 years of consulting experience advising senior management of large corporate and start-up organizations. He has directed engagements addressing issues of strategy, organization, and operations.

CLOUD COMPUTING CONFERENCE

Keynotes & Speakers



Grant Kirkwood is the Founder of Unitas Global. He founded Unitas because he saw a need for managed end-to-end information technology (IT) outsourcing solutions that rely heavily on IT infrastructure, but don't want to focus on it as a core function of their business. The company's mission is to deliver high performance, highly-available IT infrastructure as a single, comprehensive service. Grant brings 15 years of senior management and entrepreneurial experience in technology companies in Unitas Global.

Prior to founding Unitas Global, Grant served as CTO at PacketExchange, a global network service provider headquartered in London with operations throughout North America, Europe, and Asia. As CTO of PacketExchange, Grant oversaw all aspects of its technology vision and operations, driving towards the successful execution of the company's business objectives and customer commitment. He remained with PacketExchange until its acquisition by Global Telecom & Technology.

In 2002, Grant founded Mzima Networks, serving as its President & CTO. Created to serve the unique needs of media, entertainment, and online content providers, Mzima built a reputation as a performance leader in Internet bandwidth solutions.



William Michael is Director of Cloud Computing at NEC Corporation of America. Bill has provided a leadership role for NEC in developing and providing highly secure, private, and on-demand cloud based solutions in the US. The unique solution features Cloud in a Vault (CiaV), a 100% fully dedicated, secure, and compliant cloud solution offering compliance-as-a-service (CaaS), leading NEC Nblock infrastructure technology, and an innovative financial paradigm.

Prior to joining NEC, Bill was a Corporate Senior Vice President of System Operations at Online Resources Corporation, an online banking and payment processing firm, with responsibility for enterprise systems operations, cloud strategy, business continuity, disaster recovery, and security.

Previously, Bill served as Vice President of Information Technology at The Centre Group, a subsidiary of Zurich Financial Services focused on reinsurance and finite risk transactions.

Bill holds an MS in Management from the New Jersey Institute of Technology, and certifications from the Disaster Recovery Institute International and National Institute for Business Continuity Management.

CLOUD COMPUTING CONFERENCE Keynotes & Speakers



Randy Kreiser is Chief Storage Architect at DataDirect Networks' (DDN) Federal Division.

He joined DDN in 2005. In his role as Chief Storage Architect, Randy develops and promotes high-speed storage systems and file systems.

He has been in the computer storage industry for over 25 years working with some of the leading Storage Array Vendors and High Performance Computer Server Companies creating systems used by some of the largest US government agencies, Hollywood movie makers, and oil/gas companies.



John Delay is Director of New Media and Government Strategy for Harris Corporation's Broadcast Communications business and is based in Mason, Ohio.

John has provided technology and marketing leadership in media for over 30 years. His work with digital forms of content management and distribution has led to complete solutions for video encoding, receiving, networking and data broadcast.

John articulates market drivers and technology trends for integrated approaches to media delivery, transport and retrieval.

Prior to being named to his current position, John headed the digital television studio product line, identifying, developing and marketing technologies for evolving broadcast needs. Before that, he held positions with increasing responsibility in product management and engineering.

John is well-known as a speaker on emerging technologies. He is a graduate of Culver-Stockton College in Canton, MO.

CLoud COMPUTING CONFERENCE

Keynotes & Speakers



Steve Russell is Head of the Product & Commercial Group at Tata Communications.

Steve leads the product development initiative from the earliest proof-of-concept work.

Prior to joining Tata Communications, Steve served in a variety of commercial and product roles for BT Media and Broadcast.

Steve has incubated a range of media and cloud platform initiatives in domains including media, broadcast and eCommerce.

Steve was formerly Head of Content and Advertising for Yucom, a start-up Belgian internet service provider.



Jeffrey Stansfield is President and Video Engineer at Advantage Video Systems. Jeffrey studied business, art, and history at Pierce College in the San Fernando Valley and at UCLA, spending summers traveling abroad. While in college, he worked for some of the leading Apple/PC resellers in Southern California. Jeffrey learned editing, motion graphics, and other post-production workflows through his work experience, and was inspired by his work selling and configuring video post production systems. Jeffrey's experience included working for a number of companies, including The Computer Store, Personal Support, Intelligent Media, Unitek, and Creative Media Partners. He was one of Apple's First Certified Final Cut Experts and became an Apple Product professional. In the last 18 years, Jeffrey has been among the top-ten product professionals in the world and has been the number 1 product professional five times. When working for Intelligent Media, Unitek, and Creative Media Partners, Jeffrey focused on production and started shooting and learned lighting techniques. Eventually, he taught classes in Cinematography and Lighting. After he left Creative Media Partners, Jeffrey decided to start his own business to give the kind of service he really wanted to provide. Today he is an outstanding member of the Apple Consultants Network, and the owner and lead engineer of Advantage Video Systems. Advantage Video Systems was started in September of 2003 and specializes in the pro video market.

CLOUD COMPUTING CONFERENCE

Panelists and Moderators



Dr. Frank Aycock is a Professor of Communication at Appalachian State University in Boone, NC. A former local news and sports broadcaster, Frank has an innate curiosity about the impact of 21st century technologies on the transformation of today's television universe. His work as a university professor has taken him around the world since 1991, and he has had numerous opportunities to observe the transformative power of television on societies. His 26 years as a professor of broadcasting have given him the ability to study the changing nature of television, culminating in his book, "21st Century Television: The Players, The Viewers, The Money." The book explores the changing nature of television in its broadest context and posits new opportunities and challenges for both the legacy media and the new media technologies.



Sean Barger is CEO of Equilibrium / EQ Network. With over 17 years of management, engineering, and production experience in the software industry, Sean is the visionary behind the company's next-generation Automated Media Processing Solutions (AMPS) including the DeBabelizer and MediaRich product lines for the desktop, workgroup and enterprise markets. Sean has driven Equilibrium's recruitment of Google, Saturday Night Live, and OpenTV to the advisory board and has designed EQ Network, a completed end-to-end system for powering next generation advertising and media delivery models with an innovative Ad-per-View hosted and installable model. Prior to founding Equilibrium, Sean was responsible for the turnaround of a \$120 million Pan-European software distribution company, and has produced over 55 entertainment software titles including the legendary "Tetris" game.



Robert Blackburn is Vice President, Sales, Americas Cloud & Content Vertical, at Equinix, which he joined in 2001. Robert has over fifteen years of sales & marketing experience in the high-tech industry. He has held multiple sales management positions within Equinix prior to assuming his current role at the start of 2011. He led Equinix's sales efforts in the Silicon Valley region for several years, and now brings that experience in supporting the fast growing companies in social networking, digital media, SaaS and other digital segments to lead Equinix sales efforts in this sector across North America. Prior to Equinix, Robert held high-level marketing, business development, and sales positions at Global One, Spring International and Accenture. He earned an international MBA from the Thunderbird School of Global Management and a Bachelor of Arts in Mathematics from the University of Virginia.



David Bornstein is Director, Product Management, Media at Akamai.

With more than 20 years of experience in developing technology for delivering media over the Internet, David is Product Line Director for Akamai's content preparation and management solutions that are used by media companies worldwide to deliver high-quality video to any device, anywhere, anytime.

He was previously a member of the pioneering team that built Cisco's CDN products, which are still deployed today, and was also with Open Market, one of the first true Internet commerce companies.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Brian Campanotti is the Chief Technical Officer for Front Porch Digital, leading industry advancement in cloud-based and on-premises global content storage management (CSM), media asset management (MAM), publishing, migration, and preservation solutions. He is one of the primary inventors of the Archive eXchange Format (AXF) and is active in standards body activities helping to promote innovation and openness in the industry.

Brian and his team have won Emmy Awards for their work in content collection preservation technologies and for innovation in serial digital video technology. Brian has founded several start-ups and began his career at the Canadian Broadcasting Corporation (CBC) in Canada and holds a degree in electrical engineering from the University of Toronto.



Scott Campbell is SAP's Industry Principal for Media and Telecom, focusing on driving Innovation with SAP's solutions across North America.

He brings over 25 years of operational and business leadership experience to SAP's Industry Solutions practice, serving both new and traditional media. Consistently recognized as a direct contributor, strategic thinker, and top performer, Scott has been committed to driving growth by ensuring an exceptional customer experience, extending the company ecosystem and contributing to world-class execution. He has a unique perspective based on his extensive background in applying software solutions to complex real world problems with emerging and broadcast media solutions.



David Cerf is Executive Vice President of Corporate and Business Development at Crossroads Systems. David joined Crossroads in 2005, bringing with him lengthy sales and corporate development expertise. With a focus on data archives, data storage, and cloud-based solutions, he currently leads global efforts to expand Crossroads innovative offerings and develop relationships with key early technology adopters. Prior to joining Crossroads, David served as Vice President of Sales and Business Development at NexQL a leading provider of advanced database acceleration technologies; and was Co-Founder of 360World a national provider of video/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.



Bang Chang is VP of Americas for XOR Media. XOR Media develops high-performance, open, IT storage, specialized for media applications and private cloud data centers used by broadcasters, content providers, and media companies.

Formerly SeaChange Broadcast, XOR Media carries over an installed base of over 300 top-tier customers; 12,000 channels on air; and 11PB of managed data. It operates globally with over 180 employees. XOR Media's product line includes open, cloud-capable, and media-optimized technologies already trusted by hundreds of broadcasters around the world: ingest and playout codecs MediaClient and MediaServer; and the prizewinning, shared grid, and scalable Universal MediaLibrary storage.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Margaret Dawson is Vice President of Product Management and Marketing at Symform.

She has more than 20 years of experience in global technology leadership for both start-ups and Fortune 500 companies, including Microsoft and Amazon.com.

An avid speaker and technologist, Margaret is a frequent author and presenter on cloud computing, network security, integration, and other business and technology issues.



Jim Duval is the Director of New Products and Strategy at Telestream. In this role, he leads the effort of integrating enterprise products and business for the company. This includes the development and justification of enterprise business plans, encompassing product, channel, and support strategies as well as leading a cross functional team to implement stated objectives. Previously, Jim was Director of Product Management at Grab Networks (formerly Anystream) where he developed products that are used by the world's largest media companies to manage their digital media businesses. Jim was responsible for revenue growth from \$13M to \$20M and profitability for Anystream's core media business, successfully achieving premium product positioning to maximize margins in a competitive environment.



Morgan Fiumi is Founder & CEO of Sfera Studios, a pioneer in cloud-based technology and professional services for the media and entertainment industry. At Sfera, Morgan's main focus is strategy and driving innovation that boosts efficiency in the digital supply chain. A key accomplishment has been the designing and development of a highly scalable cloud-based platform which enables a distributed network of media experts to perform specialized services on demand. The platform has provided unprecedented analytics and productivity improvements in creative media servicing. Previously, Morgan was COO and SVP, Operations at Deluxe Digital Studios, where he focused on optimizing the home entertainment supply chain by overseeing the integration of video compression, authoring, BD-J development, subtitling, dubbing, audio, creative services, and digital distribution worldwide.



Joe Foxton is VP of Business Development for MediaSilo, makers of the leading cloud-based media management and collaboration platform. Joe is responsible for MediaSilo's market strategy as well as managing relationships with key industry partners and accounts. Joe has spent his career designing and developing software that helps people be creative. Prior to joining MediaSilo in 2012, he led broadcast strategy at Chyron, a leading broadcast graphics provider. From 2008 to 2011, Joe worked in various technology leadership roles at NBCUniversal, including leading Newsroom Systems for NBC News & MSNBC, and leading Graphics Technology for NBC Stations. Joe began his career as a software developer at Proximity, a creator of media asset management software that was acquired by Apple. Joe hales from Sydney, Australia, where he earned a BCS degree from the University of Technology, Sydney.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Lawrence Freedman is a Partner in Edwards Wildman Business Law Department, where he specializes in telecommunications law and leads the firm's Cloud Computing group. Larry has practiced law for over 20 years and has substantial experience with issues under the 1996 Telecom Act, as a result of his work on behalf of competitive telecommunications companies. His practice focuses on serving clients in transactions, as well as regulatory and dispute resolution matters before state public regulatory commissions, the FCC, and other arenas, and in many respects as a "strategic quarterback" for parties in the competitive telecommunications area who require the development and implementation of a legal and regulatory strategy. Larry among other things previously served as President and CEO of a facilities based competitive telecommunications company in Puerto Rico.



Tanya Frerichs is Director of Security Compliance at DocuSign. She joined DocuSign in 2008, and is responsible for managing the internal DocuSign Security Assurance Program, which includes internal auditing, training, and policy adherence, as well as divisional remediation tasks across divisions. In addition, she continually assesses the state of compliance within DocuSign and ensures the company remains current with security compliance standards and their application within a software-as-a-service (SaaS) organization. With over 20 years in compliance, business operations, and services, she has expertise in streamlining business operations while providing leadership in competitive markets. Prior to joining DocuSign, Tanya held Director positions at Entellium and other Seattle-based tech start-ups.



Tom Gallivan is Vice President of SMB Marketing, Branded Products, at WD, a Western Digital company. Tom is an industry veteran with over 25 years of sales and marketing experience in the storage and server markets. Tom has lead sales and marketing teams at both Fortune 500 technology Companies (Seagate Technology, Sun Microsystems) and Silicon Valley based start-up companies (MAXSTRAT, Rackable Systems, ONStor, Storwize). Tom's background includes both direct and indirect sales, strategic alliance development, and successfully launching new products and technologies into the market. Tom's experience ranges from disk based storage devices to FC RAID arrays to commodity based servers and storage and enterprise NAS storage solutions. Tom joined Western Digital in June 2010 to drive focus on storage solutions for small and mid-size business clients.



John Gildred is the Founder and CTO of SyncTV Corporation, a CE-industry backed venture enabling large-scale device-connected Internet television. Prior to SyncTV, John served as Senior Vice President at Pioneer Electronics for eight years where he launched major products for Pioneer and Sony including first generation Blu-ray and the award-winning Kuro plasma

television. Before Pioneer, John founded Indrema, an open source game platform for independent game developers, and OpenSoft, an award-winning consumer Internet communications software company. John has held several CE industry forum leadership positions, including Vice Chair of UPnP Steering Committee, Chair of CEA Home AV Networking Group, IEEE and IETF representative for Pioneer. John has also served as a senior technology consultant to several Fortune 500 companies.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Fabian Gordon is the Chief Technology Officer of Ignite Technologies. Fabian brings almost 30 years of extensive technical expertise in the development of emerging and strategic technologies, pioneering industry-changing Internet-based applications and adds a strong background in audio and video production. Prior to Ignite, Fabian was Senior Vice President and CTO for RealPage, where he was responsible for all technology strategy and standards. Prior to RealPage, Fabian was CTO for CLR/Fasttax (now RIA, a Thomson company), where he led the teams responsible for two complete paradigm shifts in tax preparation and research technologies. Fabian was also Co-Founder of Vision FX, an Internet company focused on Internet applications, consulting services, website design, and web hosting services.



Rob Green is the CEO of Abacast. Recently he has served in a variety of advisory and consultative roles with several technology companies, including Sterling Commerce (IBM), Microsoft, and BuyDRM. Previously, Rob served as Senior Vice President of Business Development and Strategy at Nine Systems, a CDN that was acquired by Akamai Technologies in late 2006. In addition to his business development and strategy role, Rob was also responsible for all of Nine Systems' corporate marketing and product management activities. Prior to Nine Systems, Rob was the Group Manager of Business Development for Microsoft where he was responsible for the global advancement of Windows Media technologies in the Broadcast TV and CDN markets. In this role he was responsible for establishing contractual relationships with over 150 companies including Yahoo, Motorola, DIRECTV, CBS and NBC.



Jun Heider is the Senior Architect & Development Manager at RealEyes Media. He is an Adobe Flex 3/AIR ACE and has been an Adobe Certified Instructor since 2005.

Jun works as an interactive media evangelist and architect with RealEyes Media, an Adobe partner company based in Denver, Colorado. He also co-teaches Adobe Flex development at the University of Denver, University College. Jun loves to speak at conferences — including Adobe MAX, 360|Flex, and CFUnited — and write for various outlets, such as the Adobe Developer Connection and O'Reilly InsideRIA. He is a coauthor of Professional Adobe Flex 3 by Wrox. In his spare time, Jun is the lead guitarist, vocalist, and one of the technologists for the geek rock band The Compilers. Read his blog at iheartair.com.



Jonathan Hurd is a Director at Altman Vilandrie (AV&Co). Jonathan joined AV&Co in 2006. He draws on more than twenty years of consulting and industry experience in communications services and equipment, publishing, software, and consumer electronics. Jonathan's areas of expertise include corporate strategy, product innovation, marketing management, customer segmentation, pricing strategy, and new business planning and development. His recent projects include a wide range of engagements spanning topics such as product bundle optimization, sales compensation strategy, online advertising optimization, connected TV strategy, "over-the-top" video platforms, acquisition analysis, distribution strategy, new product development and implementation, and corporate investment opportunity identification and prioritization.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Rob Kay is SVP, CloudMediaHub at Strategic Blue Services, where he leads Strategic Blue's cloud orchestration venture across digital media. Through the CloudMediaHub partner network, Rob helps connect cloud service providers (IaaS, PaaS & SaaS) with content owners and media professionals to support cloud-based solutions for the processing and delivery of digital content. Rob joined Strategic Blue in 2010 to help establish the world's first cloud broker-dealer, a service that gives customers the ability to negotiate the terms of their cloud computing purchases in a similar way to other commodities such as electricity and coal. He is a qualified project manager who has previously led multi-million dollar programs in the simulation industry and started his career at the UK Ministry of Defence where he managed a major IT and Communications update at Whitehall HQ, London.



Malik Khan is a Co-founder of LTN Global Communications, a revolutionary new professional video transport and delivery service provider. LTN's proprietary IP cloud-based managed video broadcast network is accessible via an Internet connection from all parts of the globe, and has been widely adopted by nearly all the major television broadcasters for live shots, news-gathering from affiliates and studios, and full-time content distribution. Malik serves as LTN's Executive Chairman of the Board. Prior to LTN, he served as Chairman and CEO of NexTone, a session border controller ("SBC") company and as Chairman and CEO of Converged Access, an integrated IP voice and data solutions company. Malik was also Founder, Chairman, and CEO of Sitara Networks and Co-Founder and Chairman of Indus River Networks and served as entrepreneur-in-residence at Flagship Ventures.



Karen Keehan is Director, Industry Collaborations, at the Open Data Center Alliance (ODCA). Karen also works in Intel's Cloud Marketing group. She manages the definition and execution of all joint engagements between the ODCA and industry bodies interested in collaborating with us. During her time at Intel, Karen has spent several years in Intel field sales overseeing all aspects of Intel's storage and networking sales into a Top 3 OEM account, and held various roles in strategic and product marketing and market development.

Prior to working at Intel, Karen was with Adaptec, where she managed that company's top selling product line. She holds a BS in Business Administration.



Marty Lafferty is CEO of the Distributed Computing Industry Association (DCIA). He is a new media industry leader and pioneer in the area of content distribution via advanced technologies. As President of FutureVision, Marty supervised the first switched-digital-network service offering and the company's acquisition by Verizon. Previously, as CEO of NBC's Olympics joint venture, he led multiple vendors to develop alternative security solutions for the first multi-channel delivery service of the Olympic Games. Finally, as VP of TDBS, he directed Turner Broadcasting's deployment of the industry's first signal-scrambling security technology for basic television programming services.

Marty holds a Master's Degree from Yale University and a Bachelor's Degree from Williams College.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Sari Lafferty leads Business Affairs for the Distributed Computing Industry Association (DCIA).

Sari holds an MBA in Marketing from Georgia State and a BA from Cornell University. She has previously served in management positions for enterprises ranging in size and business-focus from software developer E-Star Communications to sports and arts center Camp Lindenmere.

In addition, she has held numerous national and regional volunteer positions promoting technology education in the US and abroad.



Patrick Lopez is Founder & CEO of Core Analysis. He has 15 years of international progressive experience in marketing, strategy and product management in the United States, Canada, Switzerland, Ireland and France. Patrick provides global advisory services to technology vendors, boards of directors, carriers, and venture capital firms on OTT video. As an analyst, Patrick presents at influential international industry forums and conferences and publishes an acclaimed blog, many industry articles, and reports. His latest reports include "Mobile Video 2013", "How to Monetize Mobile Video", "Tariffing and charging strategies for video", "PayTV vs OTT" and various commissioned market studies, go-to-market strategies, SWOT analyses and due diligence reports. Patrick designed and launched the world's first picture messaging and video optimization engines.



Jeff Malkin is President of Encoding.com. He is a fearless entrepreneur with a proven track record in growing technology startups. Jeff has guided Encoding.com to its position as the world's largest video encoding service serving over 3,000 clients. Jeff was recently named a Streaming Media All Star for 2011.

Prior to Encoding.com, Jeff founded Razz, a venture-backed company providing consumers with entertaining telephony-based applications via leading wireless carriers worldwide. Prior to Razz, Jeff was CEO of FreeSamples.com, a research platform for top brands in the consumer package goods industry. Jeff graduated with a Bachelor of Arts in Music from the University of Michigan and remains an active musician in San Francisco.



John Maniccia is a key Solutions Engineer for Octoshape, an industry leader in the content delivery solutions space utilizing UDP streaming to deliver broadcast quality, broadcast scale, and broadcast economics to video streaming content providers all over the world.

John has been at the forefront of broadcast and digital technologies for more than thirteen years with Octoshape and before that, Turner Broadcasting in its R&D and emerging technologies groups.

He is currently based in San Francisco, California.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Rajan Samtani is an industry expert in Content ID, DRM, Anti-Piracy and Content Delivery, providing consulting services to firms in the Multiscreen Content industry. Raj has more than 16 years of senior business development and strategic marketing experience in DRM, security, digital content identification, and intellectual property (IP) licensing. Most recently, Raj was Sr. VP of Sales and Marketing at Peer Media Technologies, an anti-piracy services company working with the filmed entertainment, music, and digital content publishing markets. Prior to Peer Media, he was a senior Business Development consultant at Huawei working on UltraViolet initiatives. Prior to that, Raj was Senior Director, Business Development at Digimarc, where he was responsible for IP licensing, market development and building strategic partnerships in the audio/visual industries.



Ganesh Sankaran is Co-Founder & Chief Operating Officer of Prime Focus Technologies. Ganesh heads the R&D, technology development, and service delivery operations at PFT. He brings more than 19 years of experience in product development and engineering management. Prior to Prime Focus, Ganesh functioned as the Director of Engineering at Sanmina-SCI, leading hardware and software design teams involved in development of multimedia set-top box and security products. During his stint at Wipro, he was involved in managing large engineering teams for customers such as Bell South and Nortel, both in India and North America. Ganesh spent his initial years in Industrial Automation developing software for steel plants in Asea Brown Boveri (ABB) and Essar Steel. Ganesh holds a Bachelors Degree in Engineering from B.I.T.S Pilani, India.



Mike Sax is Founder and Chairman of the Association for Competitive Technology (ACT). A native of Belgium, he is a serial entrepreneur based in Eugene, OR. Mike started out his career as an independent consultant, writing software that ended up in Visual Basic and Windows 95. He went on to create software components that were a key part of manufacturing the vast majority of laser printers in the world. Mike has been involved in the creation of several leading iPhone apps (including EasyWriter, a mobile app with more than 1 million users), as well as a cloud based wellness management solution. Beyond writing software, Mike is a leading expert on the effects of trade policy and regulation on innovation, having testified before the Oregon State Legislature, the US Federal Trade Commission, the US Senate, and the EU's Court of First Instance.



Jason Shah is the Chief Technology Officer of Mediafly. He joined the company in May 2010 and oversees all product management, engineering, and services. His duties include product management, platform and integration engineering, customer delivery, and product marketing.

Jason brings a strong background in client engagement and software product management, with experience from Neuros Technology, Bain & Company, and Trilogy Software.

He received his Master of Science and Bachelor of Science in Computer Science from the University of Illinois at Urbana-Champaign, and his MBA from The University of Chicago.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



John Schiela is President of Phoenix Marketing International's (PMI) innovative Converged Technology and Media practice. John's experience spans from global technology market tracking programs, to new product development, to strategic brand and positioning. He has proven expertise on partnering with PMI's clients to drive strategic research into actionable ROI generating information strategies and target modeling solutions. Prior to joining Phoenix, John served as an Executive Vice President for the IT, Telecom, and Media practice of one of the global leaders in market research. He undertook this role as a result of the acquisition of a small strategic and marketing consultant firm which specialized in B2B and Consumer demand, pricing, new product, and marketing solutions, where he served as COO.



Dan Schnapp is a Partner and Chair of New Media, Entertainment and Technology at Hughes, Hubbard & Reed. He provides strategic counsel and transactional support for multi-national corporations, mid-cap and start-up companies in connection with a wide range of legal and policy issues arising out of the convergence of technology, advertising, entertainment and media and electronic commerce, intellectual property, privacy, information security, compliance and risk management, including: digital video and music content licensing and distribution and related audio-visual broadcasting initiatives on all new media platforms; mobile device and online App development, licensing and distribution; social media and networking services and applications; and cloud-based content distribution models and enterprise cloud computing initiatives.



Linda Senigaglia is Senior Director of Product Marketing at Navigation Solutions. She brings a fresh perspective to the complexities of location based services and telematics.

She is an accomplished executive with expertise from serving in key business development, product marketing, product management, and sales positions with leading companies in the ecosystem and value chain, such as Nokia, Magellan, TeleNav, iGo, and Navigation Solutions, a wholly owned subsidiary of Hertz. Linda utilizes her understanding of location based services, telematics, consumer electronics, and competitive market intelligence to develop strategic business partnerships, and create and execute successful growth strategies for Hertz corporate accounts.



Bill Sewell is the President and Founding Partner of Wiredrive, an online, media-sharing service for business. He is a "digital native" who turned a fascination with early Internet technology into a series of successful businesses. In 1995, Bill founded Intranet Studio, which built an advertising and promotions extranet for CBS—the first of its kind in the television industry. Shortly thereafter, Bill co-founded IOWA Interactive, a Los Angeles based web-design firm that serviced clients throughout the US. Faced with the challenges of working with clients remotely, Bill and his partner created a web-based application called Wiredrive to securely share their designs online. When their clients began to express an interest in the media-sharing application, Bill and his partners pursued the new opportunity and, in 2001, Wiredrive officially opened for business. Today, Wiredrive is a rapidly-growing, privately-owned company.

CLOUD COMPUTING CONFERENCE Panelists and Moderators



Alex Stein is Founder and Chief Strategy Officer of Eccentex. A 20+ year high-tech expert with extensive knowledge in business process automation, Alex has a strong track record of successful business leadership, building organizations that have achieved, and sustained, long-term growth and profitability. Alex's mission at Eccentex is to lead the company in delivering cutting-edge, multi-featured and affordable solutions to organizations and professionals enabling significant reductions in operating costs and increasing efficiency. Prior to Eccentex, Alex was CEO and Co-Founder of Datamax Technologies. As one of the early pioneers in business process management (BPM) and document management technologies, Datamax has consistently grown and delivered cutting edge comprehensive BPM solutions to organizations worldwide. Datamax was acquired by Exigen Group in 2000.



Douglas Trumbull is Founder & CEO of Trumbull Ventures. A legendary filmmaker and visual effects pioneer, Douglas was one of the Special Photographic Effects Supervisors for "2001: A Space Odyssey" (1968). He went on to become the Visual Effects Supervisor for such classics as "Close Encounters of the Third Kind" (1977), "Star Trek: The Motion Picture" (1979), and "Blade Runner" (1982), each of which earned him an Academy Award nomination for Best Visual Effects. Douglas directed "Silent Running" (1972), "Brainstorm" (1983), "Back to the Future...The Ride" (1991) and numerous other special format films. He is the recipient of an Academy Award in the area of Scientific and Technical Achievement, as well as the International Monitor Award and American Society of Cinematographers' Lifetime Achievement Award for his outstanding contributions in the field of filmmaking.



Venkat Uppuluri is the Vice President of Marketing at Gaian Solutions and serves on its Board as a Director. Venkat has over 21 years of product management and marketing experience in cloud-based streaming media solutions, media processors, networking, and data communications. His experience includes positions in semiconductor as well as systems companies. At Gaian, Venkat manages Marketing, Business Development and Partner Management. Venkat also drives Gaian's hardware, including Hybrid IP-STB and Integrated Receiver solutions strategies. In his various product management and marketing roles Venkat has gathered product requirements, interfaced with customers and engineering teams to define and document products. Venkat has helped define and launch several products to market. He has also worked on several legal and customer software and licensing contracts.



Sam Vashist is Chief Marketing Officer at Veveo. He is a hi-tech product and marketing executive, with more than 15 years of experience leading marketing and product management for businesses and organizations including Motorola, Bose, Real Networks, On2 Technologies (Google), and various start-ups. Sam has deep expertise in the digital media industry and has a broad background in cable, Internet, and wireless media. During the course of his career, Sam has developed and launched various industry-first products for emerging industry categories. At Motorola, Sam debuted the industry's first DOCSIS certified residential gateway and wireless digital audio receiver. At Real Networks, Sam launched an early TVEverywhere platform and one of the industry's first OTT video platforms. Before joining Veveo, Sam was president of marketing advisory 21TechMedia.

CLLOUD COMPUTING CONFERENCE Panelists and Moderators



Mike Wall is CEO and Executive Chairman of Amplidata, an innovator in object storage technology.

Formerly President and CEO of storage innovator Atempo, Mike was a founding member of the management team that developed Intel Corporation's storage division.

He also served as the CEO of DICOM Grid, one of the FASTech 50s most innovative technology start-ups, and General Manager of Cray Research in charge of North American operations.

Mike holds a BA in economics and an MS in management sciences, both from the State University of New York (SUNY) at Stony Brook.



Mike West is the Chief Technology Officer and Co-Founder of GenosTV and the Genos Corporation. He is a graduate of The University of Cambridge in the United Kingdom, holding Masters and Bachelors Degrees in Electrical and Natural Sciences. He has 25 US patents issued with several more in process, plus numerous other inventions and publications. He is a subject matter expert in Consumer Electronics, including Multimedia, Video Games, Digital TV, Mobile Media, Mobile Games, and Digital Camera platforms. Mike held a broad range of technical leadership positions in engineering, architecture, R&D, strategy, business development and client consulting during 28 years at IBM, both in the United Kingdom and the United States. He was a pioneer in the IBM initiative that led to custom IBM processors in every major video game console available today.

Coming Soon from the DCIA...

May 19th - 21st in Boston





What We Do at the DCIA

The Distributed Computing Industry Association (www.dcia.info) is the official international trade organization for commercial entities involved in the generation, storage, distribution, and presentation of digital media across, by, and among distributed computing networks. It serves as the nexus among corporations, government, content owners, technology developers, and policy makers to support, enable, and foster market expansion in this sector, which is now experiencing unprecedented explosive growth thanks to its most recent advancement in cloud computing.

Connections You Can Bank On

You want to connect with the best. If you're a large company, you want help navigating among a plethora of start-ups to find the right vendors and suppliers. If you're an emerging firm, you need to show what you're building. Become known. Get financing. Find customers. Attract partners. How do you do all that?

Become a MEMBER COMPANY!

When you join, we take care of you. Your goals become ours. We pull out all the stops, expanding your network and connections so that you can drive your small company to profitability and growth, or guide your large company into a technologically superior future as expeditiously as possible.

Here are some examples of the personal care we take with our Members:

- ✓ Access to prospective customers and partners. The DCIA helps facilitate access to Member companies' specific affiliate firm targets. For new Members, we spend time to understand your business focus and identify who you need to meet. DCIA leadership has broad access throughout the content, media, and technology communities that we use for the benefit of Member companies. We make it faster, easier, and cheaper for you to meet the dealmakers.
- ✓ Strategic alliance opportunities. The DCIA identifies and facilitates partnerships among DCIA Member companies regularly. Many DCIA Members are currently involved in business alliances with other Members as a result of the DCIA's work. We connect, so you can build.

- ✓ Business development and strategic planning. The DCIA provides individualized strategic support to Member companies. We offer workshops on how to get the most value from DCIA conferences, with organizational tips and checklists. You'll reap the highest return from your membership investment.

"The DCIA introduced us to one of its larger professional services Member companies with whom we held a brief series of meetings. As a result of these meetings, we were introduced by the larger company to the global industry leader in our space and are now involved in strategic partnering negotiations. All this in a few short months. The value of our DCIA Membership has been recouped manifold times."

- A new software application provider*

There's more...

- ✓ Exposure to DCIA Members. We now number approximately 140 Member companies, including major players in each sector of our emerging industry. Want to meet them? We'll introduce you.
- ✓ Participation in industry standard setting and best practices. The DCIA sponsors industry working groups focused on critical areas. For example, the P4P Working Group, which was established by a small software firm and large ISP – two Member companies – has grown to more than 100 participating companies worldwide; developed, tested, and commercially deployed new technology; and contributed to related IETF standards setting. We offer a platform for you to get involved to help build the industry and contribute your expertise.
- ✓ Access to investors for joint ventures. Some of the DCIA's own Members are venture capital funds. In addition, the DCIA regularly introduces Member companies to other funding sources. Money is waiting to invest in digital media and cloud computing – we'll show you who is *smart money* in this space.
- ✓ Specific business opportunities. On a regular basis, DCIA leadership identifies business opportunities and provides the information to Member companies where this is most relevant. We are your extended business development arm.

"We approached the DCIA with a focused assignment assessing providers of a particular type of new technology. The organization responded in short order with a workable slate of best-of-breed candidates from among hundreds of potential targets touting expertise in this area. Within weeks, we entered due diligence with our selected choice and consummated a multi-million dollar strategic investment and commercial alliance."

- A large international telecommunications industry leader*

Not only that...

- ✓ Member conference discounts at DCIA and partner conferences. It costs less to do more when you join the DCIA.
- ✓ Regular press coverage in DCINFO, the weekly DCIA online newsletter. We start new Member companies with an announcement in DCINFO and cover their news on a regular basis. Over 7,000 industry leading participants waiting to read about your company.
- ✓ Speaking opportunities at DCIA conferences. We put on at least four conferences per year in conjunction with other major trade shows including CES and NAB. Ready to showcase your company? We'll get you in front of your customers.
- ✓ Prominent speaking opportunities at other events. We regularly place DCIA Members on panels at other trade shows and conferences. In addition, we often provide full sessions on CONTENT IN THE CLOUD topics at major trade shows. You'll be an industry expert speaking before target audiences.

"On a recent multi-meeting trip to the US for our CEO, the DCIA arranged more meetings with analysts, the media, and the press than our PR firm, plus helped us with our positioning and message points, and arranged several conference speaking engagements for us. We determined that we no longer needed to have a PR firm – just our DCIA Membership."

– An overseas technology specialty firm*

- ✓ Enhanced public relations. In addition to coverage in DCINFO, the DCIA assists Member companies in developing and distributing white papers and disseminating information to the press. We get you the exposure you seek.
- ✓ Access to personnel. The DCIA serves as an informal clearinghouse for talent at the intersection of the digital media and cloud computing sectors. We'll help you source who you need for new assignments as you grow.
- ✓ Networking. At every event organized by the DCIA or attended by the DCIA, we help Member companies network successfully. Everyone on the DCIA team is an expert on networking. We put that talent to work on your behalf, connecting you with personal introductions to customers, partners, and investors.

"The DCIA helped with the development of our business plan and private placement memorandum (PPM) by providing industry data and research information. Then the DCIA helped us with our PPT presentation based on them. The DCIA helped us identify strategic investors. Finally, the DCIA gave candid assessments of our business to targeted venture capital firms resulting in our closing a multi-million dollar round of financing."

– A three-year old start-up company*