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## **FLASH MEMORY SUMMIT TO HOST PANEL OF WOMEN LEADERS IN THE STORAGE INDUSTRY**

*World's Largest Digital SSD Conference Invites Women of the Storage Tech Industry to Speak on the Next Wave of Career Opportunities*

JUNE 25, 2015 – SANTA CLARA, CA - [Flash Memory Summit](#), the world's largest technology trade show dedicated to Flash Memory technology, today announced the 2015 conference will host its first ever panel dedicated to women technologists in the storage industry. Organized by Camberley Bates of the Evaluator Group, an IT analyst firm dedicated to unbiased research on Information Management and data storage, and chaired by Jay Kramer, President of Network Storage Advisors, a world recognized technology consultant agency specializing in marketing services for the network storage industry, together scheduled the panel for Wednesday, August 12<sup>th</sup> at 9:45AM at the Santa Clara Convention Center in Santa Clara, Ca.

Less than a quarter of the technology workforce is made up of women, and even less than that specifically in the storage industry but this is changing. The Flash Memory Summit organizers have invited an impressive group of female leaders in the storage industry as panelists to discuss how and why they got involved with the storage segment of technology, plan to ask them about some of the gender-role challenges they have faced, and specifically, what can the audience learn about the opportunities that arose during those challenges. The organizers also plan to create a general discussion in regards to how more females may enter and succeed more easily in the storage tech industry.

Flash Memory Summit is pleased to confirm the following Women Leaders in Flash Storage



Industry panelists are Camberley Bates, Managing Director and Analyst at the Evaluator Group, Tiffany To, Head of Marketing at Cohesity, Bev Crair, Vice President / General Manager of Storage at Intel Corporation, Luanne Dauber, Vice President of Marketing at Pure Storage, and Janae Lee, SVP of Strategy of Quantum. The audience of panel is intended for young women in the storage and technology industry inspiring to become executives of storage companies or hiring managers looking for technology women are also encouraged to attend.

“We are delighted to offer the FMS spotlight to the women of storage technology,” said Jay Kramer, Chairperson of the Women Leaders in Flash Storage Panel. “We have much to learn about how to attract more female talent in this industry and look forward to hearing the unique perspective of our panelists.”

Flash Memory Summit, produced by Conference ConCepts, celebrates its 10<sup>th</sup> anniversary in August and anticipates its largest audience to date, over 5,000 registrants. Qualified IT professionals interested in attending the Flash Memory Summit can register for a complementary conference pass by contacting [pr@flashmemorysummit.com](mailto:pr@flashmemorysummit.com). Vendors interested in exhibiting, please contact Alan Land at 1.760.212.5718 or [Sales@FlashMemorySummit.com](mailto:Sales@FlashMemorySummit.com).

### **About the Flash Memory Summit**

Scheduled August 11-13' 2015 at the Santa Clara Convention Center, Flash Memory Summit showcases the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar non-volatile memory and SSD markets. Flash Memory Summit is now the world's largest vendor neutral storage event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones, tablets, and embedded systems.

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