

## Session 206: Top Ten Things You Need to Know about Flash Memory Today

### Andy Marken

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In theory, flash memory should already have the lion's share of the market. In practice, it has taken a little longer. Finally... all of the pieces are falling into place:

- hardware that needs/relies on flash
- improved yields
- consistent quality
- decent volumes of high-capacity devices
- expanding business/consumer demand
- business that need high-capacity storage, rapid response, reduced carbon footprint
- consumers who need on-the-go devices that hold lots of stuff, have extended battery life, green performance

Suddenly, practice has caught up with theory.

The things you need to know are: where the demand is going to be in the year, years ahead; where the design wins/demand is going to be; and the price points and sizes that will be most widely used.

Our panelists have committed to being as open as possible and give you their suggestions for the top-ten list. Then, we'll open the session for a no-holds-barred period of audience suggestions. Think hard, think tough. We'll then vote on a final list which we'll post on the Website after the Summit. The goal is for you to leave the session with at least one ***Ah Ha!!*** idea you can put to work for your company.

What would Yogi say about missing this session? *"If you don't know where you are going, you might wind up someplace else."*

**Chairman:** Andy Marken, Marken Communications

#### **Panelists:**

- **Elliot Broadwin** -- Vice President, Solutions, MNO Division, SanDisk
- **Jim Cooke** -- Senior Manager, NAND Flash Marketing, Micron
- **John Rotchford** -- Managing Director, SASI
- **Troy Winslow** -- Director of Product and Channel Marketing, Intel NAND Solutions Group
- **Doug Wong** -- Member of the technical staff, Toshiba America Electronic Components

### Chairperson



Andy Marken is the president of Marken Communications, a marketing consulting and communications agency. For more than 25 years he has worked with leading national and international content development, information and storage firms. The author of more than 200 published articles on management, marketing, and communications; he is also an insider commentator and interpreter of PC/CE industry trends and activities.

### Panelists



**Elliot Broadwin** is Vice President, Solutions, MNO division at SanDisk. With a background in Engineering, Marketing and General Management, Elliot has been building industry-leading consumer products and emerging technology businesses for over twenty years. He co-founded four Silicon Valley ventures. Elliot earned his bachelor of science in electrical engineering degree from Purdue University and is the co-inventor of a system for the distribution of Internet content via digital interactive television networks.



**Jim Cooke**, Senior Manager, NAND Flash Marketing, Micron, has over 20 years of hands-on systems-level design experience in embedded applications and consumer markets. He has held a number of key positions, including Manager of the applications engineering group at Micron. Before coming to Micron, Jim held similar positions at Toshiba America Electronic Components. He received a Bachelor of Science in Electrical Engineering from the University of Massachusetts.



**John Rotchford**, Managing Director, SASI. Prior to founding SASI, John co-managed the information technology practice for SVB Alliant. He is a 20-year technology industry veteran with a unique blend of investment banking, strategy consulting, corporate development and start-up experience. He has held key positions at iomega, Broadview International, Compaq, EDS and aerospace, defense management consulting firms. John earned a B.S. in Finance and Accounting from Babson College.



**Troy Winslow**, Director of Product and Channel Marketing, Intel NAND Solutions Group. Troy is responsible for product and channel marketing of Intel's NAND silicon and solid-state drives worldwide. He has held a variety of NOR and NAND marketing roles over the past 13 years in Intel's flash memory group. Troy graduated from the University of California, Davis, with a B.S. degree and received his MBA from the Haas School of Business at the University of California, Berkeley.



**Doug Wong**, member of the technical staff, Toshiba America Electronic Components. Doug is responsible for system engineering and new product definitions for NAND and NOR flash memory, explaining their characteristics, functionality and use to design engineers, writing applications notes and technical documentation, solving customer engineering problems and fielding technical questions. He holds a BSEE degree from California Polytechnic State University, San Luis Obispo, and a MSEE (semiconductor physics concentration) from University of California at Los Angeles.