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Tom Coughlin, President, Coughlin Associates is a digital storage analyst as well as a business and technology consultant. He has over 37 years in the data storage industry with engineering and management positions at several companies.

Dr. Coughlin has many publications and six patents to his credit. Tom is also the author of [Digital Storage in Consumer Electronics: The Essential Guide](#), which is now in its second edition with Springer. Coughlin Associates provides market and technology analysis as well as Data Storage Technical and Business Consulting services. Tom publishes the *Digital Storage Technology Newsletter*, the *Media and Entertainment Storage Report*, the *Emerging Non-Volatile Memory Report* and other industry reports. Tom is also a regular contributor on digital storage for Forbes.com and other blogs.

Tom is active with SMPTE (Journal article writer and Conference Program Committee), SNIA (including a founder of the SNIA SSSI), the IEEE, (he is past Chair of the IEEE Public Visibility Committee, Past Director for IEEE Region 6, President of IEEE USA and active in the Consumer Electronics Society) and other professional organizations. Tom is the founder and organizer of the Storage Visions Conference (www.storagevisions.com) as well as the Creative Storage Conference (www.creativestorage.org). He was the general chairman of the annual Flash Memory Summit for 10 years. He is a Fellow of the IEEE and a member of the Consultants Network of Silicon Valley (CNSV). For more information on Tom Coughlin and his publications and activities go to www.tomcoughlin.com.