

# Biography



*“My focus is on the intersect point of technology and sales. Working with my colleagues on go-to-market issues and alliance programs helps vendor clients approach their markets with greater clarity, and helps them convert development investment into solutions that the marketplace is likely to embrace.”*

## Mike Karp Senior Analyst

Mike has spent over 20 years in storage, systems management, and telecommunications. Having worked for both Fortune 500 and start-up companies, he has extensive tactical and strategic experience in business development, strategic alliance and channel programs, marketing, and industry research and analysis. Mike’s focus at EMA is storage, storage management, and the methodology that brings these technologies into the marketplace.

Prior to joining EMA, Mike served as the Director of Storage Management Services for the Hurwitz Group. His practice focused on storage vendors, systems vendors, SRM vendors, service providers, and connectivity vendors. He has been published and quoted in many trade publications and corporate press announcements. His public speaking engagements include presentations at various storage conferences, chairing numerous sessions at N+I and COMDEX, and speaking about storage on National Public Radio.

Mike’s industry experience includes, amongst other things, responsibilities as Strategic Business Development Director for Telcordia Technologies (Bellcore), managing strategic alliances for LSI/Symbios Logic/NCR, and marketing, product management, development, and technical writing positions with Prime Computer. He has worked with and for numerous technical startup companies to help build their strategic and tactical plans, and consults to the investment community.

Over the length of his career, Mike has written twenty-three books covering operating systems, CAD/CAM, editors, systems installation, and systems operation and administration, and is the co-author of Storage Solutions: A Buyer’s Guide. Currently, Mike is an author of the Storage in the Enterprise newsletter for Network World Fusion

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