Developing a Global Web Strategy
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Abstract:
With more than a quarter century of industry expertise, Seagate continues to be the driver of innovative solutions for the storage industry. Today no other hard drive manufacturer matches Seagate’s breadth of solutions. With more than 40 products covering home computing to enterprise data centers, Seagate delivers advanced solutions for every industry that requires digital storage. The company leads the industry in research and development, with a focus on bringing to market new technologies that will meet the needs of future generations. The discussion will start with an overview of Seagate Technology and the Storage Industry. We will then shift gears and look at how Seagate established a 5-year roadmap to meet its growing need for a global web presence culminating in the successful launch of www.seagate.com in 14 languages.

About the speaker:
John Schneider is a Program Manager in Seagate Technology’s eBusiness Solutions division. He is responsible for programs related to Seagate’s web proprieties with emphasis on both Seagate’s corporate and partner sites. Recently, he has been focused on Seagate’s web globalization efforts. Mr. Schneider has broad experience working in software related technology positions in Silicon Valley. He holds a Bachelor of Science degree in Business Administration from California Polytechnic State University, San Luis Obispo and an MBA from Santa Clara University. John resides with his wife in Mountain View, California.

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